Volume

1

THE CANADIAN PARKS SERVICE

A MARKETING ANALYSIS OF THE CANADIAN PARKS GUIDEBOOK SERIES

VOLUME I - DETAILED FINDINGS

April 11, 1988

Submitted to: Mr. Lawrence Johnson

Submitted by: Mr. K.R. Parent
Mr. D.W. Meredith
Mr. S. Patterson

The Coopers & Lybrand Consulting Group

Management Consultants

A MARKETING ANALYSIS OF THE CANADIAN PARKS GUIDEBOOK SERIES

TABLE OF CONTENTS

Page

EXECUTIVE SUMMARY

I. INTRODUCTION 1

- A. BACKGROUND 1
- B. OBJECTIVES 2
- C. APPROACH 3

II. CONSUMER RESPONSE - FOCUS GROUP RESULTS 5

- A. OVERVIEW AND OBJECTIVES 6
- B. REQUIREMENTS AND EXPERIENCE WITH GUIDEBOOKS 6
- C. GUIDEBOOK APPLICATIONS 10
- D. RESPONSE TO THE CANADIAN PARKS SERVICE GUIDEBOOK SERIES 12
- E. RESPONSE TO THE U.S. PARKS SERVICE GUIDEBOOK SERIES 16
- F. RESPONSE TO THE FUNDY NATIONAL PARK GUIDEBOOK 19
- G. OVERALL PREFERENCE 21
- H. DISTRIBUTION CONSIDERATIONS 23
- I. SUGGESTED IMPROVEMENTS 26

III. SECONDARY DATA ANALYSIS 30

- A. OVERVIEW AND OBJECTIVES 30
- B. CANADIAN GUIDEBOOK SALES ANALYSIS - APPROACH 30
- C. ENGLISH GUIDEBOOK SALES - OVERALL 35
- D. ENGLISH GUIDEBOOKS - CGPLC 48
- E. FRENCH GUIDEBOOK SALES - CGPC 50
- F. COOPERATIVE ASSOCIATION SALES 53
- G. U.S. GUIDEBOOK SALES 55
- H. SUMMARY AND OBSERVATIONS 62

IV. EXECUTIVE INTERVIEWS 65

- A. OVERVIEW OF OBJECTIVES AND APPROACH 65
- B. PARKS EXECUTIVES RESPONSE 69
- C. BOOK STORE EXECUTIVES RESPONSE 79
- D. PUBLISHING EXECUTIVES RESPONSE 86
- E. MARKETING EXECUTIVES RESPONSE 91

V. BUSINESS ANALYSIS AND STRATEGY OPTIONS 99

- A. GOVERNMENT POLICY 99
- B. DISTRIBUTION CHANNELS 101

A MARKETING ANALYSIS OF THE CANADIAN PARKS GUIDEBOOK SERIES

TABLE OF CONTENTS

Page

C. PRICE 104
D. PRODUCT 106
E. PROMOTIONS 108

VI. CONCLUSION 111

A. RECOMMENDATION SUMMARY 111
B. OVERALL ASSESSMENT AND MARKETING STRATEGY 111

APPENDIX I - FORMAT AND DESIGN RECOMMENDATIONS

APPENDICES

(Under Separate Cover)

EXECUTIVE SUMMARY

INTRODUCTION

This study was conducted to assess the marketing of the Canadian Parks Service guidebook series. As stated in the original Request For Proposal, sales of the guidebooks have been disappointing. This report provides the results of a detailed evaluation of the total marketing effort which included a sales analysis, focus group research and interviews with executives. Detailed comparisons between the Canadian series and similar products from the U.S. are included. The following section provides an overview of the results and recommendations.

The following is a summary of the study findings:

Focus Groups Results

- Since descriptive information about the parks is an important reason for buying a guidebook, it is apparent that a well designed series can be an effective tool for promoting Canada's national parks.

- Because a major reason for buying guidebooks is to assist in vacation planning, the content of the books and the distribution arrangements should reflect this requirement. Distribution of the books through travel information sources would appear to be more useful in meeting this objective than selling them at the park or en route to the park.

- The Canadian guidebook series received enthusiastic reviews from most focus group participants, who said it was of high quality and was attractive. A drawback was that it was seen as too promotional and lacking the detailed information that many hoped to find.

- The U.S. series was viewed as highly attractive, especially the very artistic photography, but it was seen as having little information for planning purposes and it would best be viewed as a souvenir for parks visitors or as a tourist brochure.

- The Fundy Bay of Giant Tides (9" x 12") guidebook was also seen as very attractive but did not provide enough information for vacation planning. As a promotional publication or a souvenir, the book is appropriate, but many comments suggest the photography could be more dramatic.

- The ratings and comments show that the groups preferred the Canadian Parks Service guidebooks to the other formats tested. While there are improvements that could be made, these results show that disappointing sales are not product related. The Canadian guidebook series is seen to be of very high quality.

- The focus group participants expressed interest in a number of alternative distribution channels which warrant further investigation. These include sales through existing government (provincial and federal) tourism outlets, direct mail and through associations such as the CAA.

- Suggestions for improving the current series included providing more practical vacation planning information, cutting down on the narrative text, improving the accessibility of information by making it more concise and improving the table of contents. Photographic content should focus on the natural beauty of the park and should avoid pictures of people or man made objects of a non-historic nature.

Secondary Data Analysis

- Comparative English title rankings indicate that Waterton has the best overall sales performance and St. Lawrence has the worst. However, Fundy has the best net sales value, and Forillon fared better than St. Lawrence in all categories.

- All titles had their largest sales volumes in the first year of publication. Waterton had the best first year performance while Fundy was better the second year and has had more consistent sales performance. Forillon also sold more consistently in subsequent year sales than Waterton.

- The trend for better overall performance from the first title to the most recent indicates increased familiarity with the product in the marketplace, the publisher's recognition of market limitations, and the development of more consistent sales and distribution contacts.

- The trend of high sales for each book in its first year and then flat overall sales performance in subsequent years indicates that the market for this product has not been developed beyond original or current levels and the relatively stable list price reflects the lack of market expansion.

- For the marketing of the St. Lawrence publication, the lower cost per unit savings considerations outweighed marketing considerations in the quantity ordered. The result is that over 50% of the quantity published remains unsold.

- The increases in list price introduced for both St. Lawrence and Forillon have contributed to the sharp drops in unit sales for 1986 and 1987.

- The high profile and sales support of cooperating associations for the Forillon, Fundy, and Waterton parks publications is a contributing factor to the more consistent sales performance of these titles.

- The Forillon English publication, as sold by the Canadian Government Publishing Centre (CGPC), has the best sales performance in all categories for the English publications handled by the CGPC, despite experiencing a loss per unit sold of $2.30.

- The English versions of St. Lawrence and Forillon at the CGPC had the lowest dollar loss ratios while Fundy, Waterton, and Glacier are experiencing higher dollar loss ratios. This is due to the progressively higher ratio of free copies distributed for each title.

- The CGPC appears to be acting as a clearinghouse for the distribution of the English publications to government personnel and to designated agencies and institutions. While the role is played according to government publishing guidelines, it appears to be an expensive method for promoting parks.

- CGPC has adequate inventory control, however, due to the slow activity in unit sales, we would assume that the cost of carrying and administering small quantities of different titles must be high.

- The French edition of the Forillon publication at the CGPC had the best sales performance for French titles, with Iles St. Laurent second, as was the case for English CGPC sales.

- The French guidebook publications benefit from lower printing product cost and better control of free distribution. Inventory control is also adequate, although some quantities of books were disposed of as surplus stock.

- Forillon's good sales performance indicates that French editions can only be sold profitably in Quebec or close to large French speaking populations. However, as a general rule, government publications must be published in both official languages.

- The CGPC's publishing and marketing of these French guidebooks has followed government publishing policy guidelines and fulfilled its role of providing information to the public. It has also managed to perform the complete publishing function, while covering the cost of publications and contributing to overheads.

- The good sales performance of the 9" x 12" softcover Fundy book directly to visitors at the park is strong evidence that these types of books can reach a wide audience, while providing information about the area and the parks.

- The sales of the Forillon English and French publications at the park were a sell-out of the quantity received, which re-emphasizes the strength of the book itself. This publication has a more colourful and strong visual appeal than other books in the series.

- While sales from the Glacier Country publication have not had any impact yet, and the guidebooks are still selling month to month, overall sales have stalled and almost 50% of all books published remain unsold.

- Cooperating Association sales are steady, with no apparent inventory problems ("Fundy-Bay of Giant Tides" 9" x 12" book is going into reprint in 1988). Forillon sold out at the park in 1987 and Fundy sold more copies at the park than anywhere else.

- The mail order test package of the U.S. books, ordered from K.C. Publications, was received in perfect condition and on a timely basis. It contained all the products ordered plus additional promotional material on a variety of other products offered by the publisher. This information and the timely delivery indicates an efficient and productive mail order system.

- The U.S. Park Service described the U.S. parks publications as being popular with parks visitors, having a good satisfaction level, perceived as dual purpose books, good value for the money, and having great pictures. The U.S. Parks official felt the books were a good program and was pleased with the market response.
- U.S. sales are high, and the "Story Behind the Scenery" is a strong product. The centralized distribution provides good management control and efficient response to sales efforts.
- U.S. "Story Behind the Scenery" books are experiencing consistently strong sales growth, with the addition of six new titles yearly. The 1988 National Parks Calendar was sold out and the 1987 National Park Service History Book has already sold 50% of the quantity published.

Executive Interviews

- Parks executives agree that as a true guidebook, the Canadian books are quality products but also felt that a large format, softcover Canadian book would be a great souvenir, popular with parks visitors, and easily adapted to Canadian parks.
- Parks personnel liked the U.S. publication and thought it would be more accessible to parks visitors but agreed that it needed more factual information to make it more useful. Parks people agreed that the U.S. format is souvenir oriented and not a bonafide guidebook.

- The marketing initiatives findings confirm people's preference for personal sales rather than telephone sales or direct mail unless direct mail promotions are properly targetted with a quality mailing package.

- Parallel with the focus group response, parks executives recognize the need for souvenirs, but strongly recommended more up to date, factual, concise and useful information in the Canadian books, such as park regulations, more maps, better illustrative pictures, vacation planning tips, and parks tour guides.

- The parks executives group indicated that there is resistance from the buying public to high-priced publishing products for parks. Low or moderately priced products in the $3 to $8 range are acceptable for this market and are preferred by parks visitors.

- There is strong support for the marketing and distribution of the current guidebooks at National Parks sites among park executives. Retail bookstores, except for bookstores and information centres at the parks, were not considered very effective. Direct mail marketing would have to be targetted to very specific groups to be effective. There is little enthusiasm for sales at prime airports, the VIA Rail network, or prime trainstations among parks executives due to a perception that there would be no quality control or proper management. There is some support for the Tourism Canada network and travel agency channels, but people were skeptical about the dedication of these organizations to promoting the books.

- Parks executives feel comfortable with increased advertising in the magazines which were discussed and they feel that such advertising could be linked to ongoing Parks Service advertising in other media.

- It is important that the parks book publications are produced in a series concept to retain or develop a focus on Canada's National

Parks, from a national perspective. As one park executive said, "a rigorous, upbeat marketing strategy needs to function as a front runner for publications as they come off the press, and should never let up."

- The public's desire for information, after awareness of National Parks is created, is recognized consistently as a strong need. This need, combined with the desire for the very best quality in materials and presentation has sent mixed signals regarding preferences for the Canadian versus the U.S. formats. However, the format comparisons of "guidebook" versus "souvenir", compact "bound" versus "large softcover" and "solid information" content versus "strong visual appeal" are not incompatible. The two publications best serve two different markets through different channels, and each one can support the other in a dynamic and mutually beneficial way. The development of a marketing plan to test both concepts, to test markets and to test distribution channels and prices, should be considered by the Canadian Parks Service.

- Bookstore personnel think they could sell alot of the U.S. format books but only if it were properly displayed and there was enough floor space in the stores. There is agreement that it has very good value for the money, but there are storage problems for bookstores with this format because it is not like most other books in stock, which have full-bound spines for bookshelf display. They were also concerned with a returns problem.

- Most bookstores executives were familiar with the guidebooks or had heard of them, with "St. Lawrence Island" and "Waterton" mentioned most frequently. But there was no perception that the books were a series and they were recognized as solo efforts and there was little awareness of Canadian Parks Service collaboration, before this study. Overall, the promotion effort on behalf of the guidebooks is weak both from the publisher and the bookstores themselves.

Promotion in bookstores is done at the most basic level, with no evidence of innovative or original marketing efforts. These bookstore executives have little time or budget allocations to actively promote specific publications.

- Bookstore executives are open to new and innovative promotion ideas to support book sales, as long as the publisher, advertiser or someone else pays for it.
- It was felt that adding or dropping book signature sections was technically possible in order to repeatedly update or revise the books but the editorial decisions on what content to drop would be difficult.
- The publishers' who were interviewed preferred the Canadian guidebook format, primarily because it is a book format and is seen as more appropriate for Parks Canada. They didn't seem to like the more commercial aspects of the U.S. publication, perhaps because it's not similar to products that they publish.

Recommendations

The following is a summary of recommendations.

- The marketing strategy for the guidebook should tie into the overall Canadian Parks Service marketing strategy. This could affect the way the books are marketed, i.e., as a product with specific revenue generation objectives versus a loss leader to encourage park visits. The overall strategy should also identify what types of associations should exist between sales of the guidebooks and promotional activities for the parks.
- We recommend more centralization of the guidebook marketing function so that there is better centralized control and to ensure that the

series has a "champion" who will be proactive in marketing the books. This could include "privatizing" the guidebook marketing effort as is done in the U.S. Another possibility would be centralized control in the CGPC so that one group is handling the English series as well as the French including all distribution, publishing and promotion.

* Product recommendations include enhancing the table of contents, ensuring that photography emphasizes the national beauty of the park, cutting down on narrative text and ensuring that practical travel information is provided in an accessible and concise format. Because the response to the existing series is good, and there are still substantial quantities in inventory, we recommend augmenting them in the near term by adding an outset booklet or an additional signature.

* A number of alternative distribution channels warrant consideration in addition to sales at the parks and bookstores. These include sales through existing federal and provincial government tourism networks, direct mail and potential ventures with associations like the CAA and private sector retail networks such as Petro Canada and Shell.

* The market for guidebooks is seasonal and appears to be price sensitive. There is also resistance to higher prices for parks related publishing products, in general. Because alternative distribution channels are not being pursued, the current market is existing customers, who are resistent to price changes. We do not recommend any price increases. Price decreases, to move existing inventory, should only be done at the parks.

* We would suggest that Canadian Parks Service advertising should refer to the guidebook distribution outlets. However, any advertising must be coordinated with internal resources to ensure

that distribution outlets are ready for the response. Point of purchase displays which present the full series should be tested. Advertising the books in selected magazines and direct mail promotions to park visitors should also be considered.

I. INTRODUCTION

FIGURE 1
OVERVIEW OF APPROACH

Task	Title/Description	Key Outputs
Task A	**Study Preparations** • Client meeting • Identify sources of secondary data • Design research interests	Completed research design
Task B	**Secondary Data Analysis** • Extract key sales data • Conduct price/sales comparisons • Model price/sales sensitivities	Response forecasting
Task C	**Focus Groups** • Prepare questionnaire/moderates Guide • Conduct the focus groups • Report on results	Packaging/format recommendations
Task D	**Executive Interviews** • Prepare questionnaires • Conduct interviews • Synthesize results	Distribution strategies
Task E	**Final Reporting** • Draft report • Client revision • Final Report	Report in five copies

I. INTRODUCTION

As noted in the Research Specifications for the National Parks Directorate, the sales for the 1985 guidebook series on Canada's National Parks did not meet expectations, although they were excellent pieces of work. This series currently includes five titles for the following parks:

* Glacier and Mount Revelstoke;
* Waterton Lakes;
* St. Lawrence Islands;
* Forillon; and
* Fundy.

French versions are available for all guidebooks except Glacier, which was only recently published in English.

To develop recommendations for potential improvements in the market performance of the guidebook, this study relied on a variety of methods including focus groups with consumers, executive interviews, and secondary market data analysis. An overview of the approach is provided in Figure 1. Further detail is provided in each section that follows. The recommendations also reflect the experience of the consulting team which included specialists in marketing research, publications distribution and format design and layout.

A. STUDY OBJECTIVES

The study was designed to address the following objectives:

* The Canadian Parks Service - Parks and its Cooperating Associations wish to explore opportunities to develop and expand their existing quality product - the 1985 Guidebook Series.

- The Guidebook Series should provide accurate, concise, and insightful information in an appealing format for the efficient use of the National Parks by current and potential visitors.

- The research study was designed to provide recommendations and options for business planning and creative decisions in the Guidebook Series program, and for additional new print literature programs.

The recommendations for addressing these issues are based on the interpretation and data analysis of information obtained from consumer focus groups, executive interviews as well as an analysis of relevant secondary data.

B. RESEARCH GOALS

The following restates the research goals which were to:

- Provide parameters for a new format to improve the Guidebook Series, and to test consumer and business attitudes regarding the scope and concept of the series;

- Provide general design recommendations for copy, layout, size, colour, paper and content for a revised Guidebook Series. This will address the need to determine the photo, text, and maps relationships;

- Determine price range and price point levels for revised guidebooks and alternative guidebook products. Other potential products include a series based on the U.S. format, calendars, maps, brochures, posters and full-size books. The study identifies guidebook applications and content requirements.

- Determine types and levels of information users require.

C. MARKETING, DISTRIBUTION AND PUBLISHING CONSIDERATIONS

To meet these study objectives, it was necessary to assess all components of the current marketing mix. While it was essential that recommendations take the Government's publishing policy guidelines into consideration the study also attempted to address the following considerations:

- The key marketing issue in this study was to assess the market size and demand for existing and revised guidebooks, and also for alternate guidebook series products;

- Given that our understanding of the goal of the publishing program is to develop a wider audience and develop more marketable products to satisfy user needs while making a contribution to overhead, it was necessary to consider alternative marketing strategies compatible with existing retail channels;

- The distribution issues were examined in the context of identifying potential improvements for existing retail channels and inventory control, as well as examining opportunities for alternative (direct) distribution and control; and

- The publishing issue in this study was: How the Canadian Parks Service could best utilize the resources of its Cooperating Associations and publishing contacts to provide the best product to the right market? A number of recommendations were made to address this issue.

The marketing of the guidebook series presents substantial opportunity and challenge, for all parties concerned to realize the combined goals of national heritage, public enjoyment, and business efficiency.

II. CONSUMER RESPONSE - FOCUS GROUP RESULTS

Canada Parks Service
Results of Guidebook Focus Group Study

FIGURE 2.1

Background Information	Toronto						Montreal						Total					
	Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Number of Visits in Past Five Years																		
0	0	0	2	20	2	11	0	0	0	0	0	0	0	0	2	11	2	5
1-5 visits	4	50	5	50	9	50	7	70	4	44	11	58	11	61	9	47	20	54
6-10 visits	1	13	2	20	3	17	1	10	3	33	4	21	2	11	5	26	7	19
over 10 visits	3	38	1	10	4	22	2	20	2	22	4	21	5	28	3	16	8	22
Total	8	100	10	100	18	100	10	100	9	100	19	100	18	100	19	100	37	100
Age Categories																		
18-25	1	13	0	0	1	6	0	0	0	0	0	0	1	6	0	0	1	3
26-30	4	50	0	0	4	22	2	20	0	0	2	11	6	33	0	0	6	16
31-40	3	38	0	0	3	17	7	70	0	0	7	37	10	56	0	0	10	27
41-50	0	0	3	30	3	17	1	10	4	44	5	26	1	6	7	37	8	22
51-60	0	0	5	50	5	28	0	0	4	44	4	21	0	0	9	47	9	24
61-65	0	0	1	10	1	6	0	0	1	11	1	5	0	0	2	11	2	5
65 and over	0	0	1	10	1	6	0	0	0	0	0	0	0	0	1	5	1	3
Total	8	100	10	100	18	100	10	100	9	100	19	100	18	100	19	100	37	100
Sex																		
male	4	50	5	50	9	50	5	50	3	33	8	42	9	50	8	42	17	46
female	4	50	5	50	9	50	5	50	6	67	11	58	9	50	11	58	20	54
Total	8	100	10	100	18	100	10	100	9	100	19	100	18	100	19	100	37	100
Highest Level of Education																		
High school	1	13	5	50	6	33	5	50	2	22	7	37	6	33	7	37	13	35
Some community college	1	13	0	0	1	6	1	10	2	22	3	16	2	11	2	11	4	11
Some university	1	13	2	20	3	17	1	10	2	22	3	16	2	11	4	21	6	16
Community college graduate	1	13	1	10	2	11	0	0	1	11	1	5	1	6	2	11	3	8
University graduate	4	50	1	10	5	28	3	30	1	11	4	21	7	39	2	11	9	24
Post graduate	0	0	1	10	1	6	0	0	1	11	1	5	0	0	2	11	2	5
Total	8	100	10	100	18	100	10	100	9	100	19	100	18	100	19	100	37	100

II. CONSUMER RESPONSE-FOCUS GROUP RESULTS

A. OVERVIEW AND OBJECTIVES

The focus groups were conducted to obtain direct feedback from consumers who were able to see and compare the different guidebook formats. In total, four groups were conducted; two in English in Toronto on March 9, 1988 and two in French in Montreal on March 14, 1988.

Participants who were selected had travelled in Canada on vacation within the past two years and had visited a National or Provincial park within the last five years.

In each city the first group was held at 6:00 pm and consisted of individuals who were from 18 to 40 years of age. The second groups, held at 8:00 pm consisted of individuals between 41 and 65 years of age. Figure 2.1 on the opposite page provides an overview of the background characteristics of the focus group participants.

All groups lasted approximately one and a half hours.

In all, three different guidebook formats were tested:

- The current Canadian Parks Service guidebook series;
- The U.S. Parks Service guidebook series; and
- The Fundy, Bay of Giant Tides guidebook.

Copies of the Canadian Parks Service series and of the Fundy book were available in English and French although, especially Montreal, not all participants were able to review copies in the language of their choice. The U.S. series was available in English only. It was pointed out, however, that the objective of the groups was more to test the format of the books rather than the actual textual information.

Copies of the participant recruiting questionnaire, the moderator's guide and of the English and French focus group questionnaires are included in Appendices I to III (under separate cover).

B. REQUIREMENTS AND EXPERIENCE WITH GUIDEBOOKS

As part of the introduction and warm-up, past trips and experiences with Canada's parks were briefly discussed. Based on the selection criteria that were used to recruit the groups, most participants had travelled within Canada and had visited a National or Provincial Park. In general, it seemed that the older groups had more experience travelling in Canada and more experience with Canada's parks.

All groups expressed favourable comments regarding their experiences with parks. The only negative comments were made by some of the younger participants who felt that rules regarding noise and drinking were too strict.

Prior to seeing any of the series, participants were asked to identify the major reasons for which they would want to purchase guidebooks.

Overall, the major reasons included the need to have descriptions of the park, to find out about basic facilities available, to obtain travel information and information on hours of service, rules, etc. It was important to participants to know about the surrounding area and specifically where the park is located and information on how to get to the park. A general rank ordering of the most important reasons for buying guidebooks, based on a subjective rating of participants written answers included;

- Park (i.e., product) descriptive information (most important for 10). Direct quotations of some of the reasons given included:

  "pictures of the scenery"

  "points of interest"

  "history of the area and of the park"

  "descriptions of trails and activities"

  "local attractions"

  "appropriateness for families"

- facilities available in and around the park (most important for 5). Examples were:

  "local facilities; hospitals, stores, restaurants and accommodations"

  "park facilities; camping, pools, washrooms, phones, first aid posts, stores"

- location of the park and travel directions (most important for 5), e.g.:

  "maps showing the location of the park"

  "travel directions and tips"

- rules and safety information (most important for 4), e.g.:

  "rules and hours of operation"

  "scheduling of park activities and events"

  "safety in the park (e.g., insects, etc.)"

These results were generally consistent across groups, although those in Montreal appeared to have a higher desire for information on accommodation while those in Toronto appeared to be somewhat more interested in the facilities available at the park.

As part of the warm-up exercise, the groups were asked to volunteer their most important reasons for buying a guidebook. These reasons were listed on a pad board and then participants were asked to indicate which were most important by a show of hands. The reasons given by each group and the number of people in each that indicated that the reason shown would by critical to their purchase decisions regarding guidebooks are as follows:

MONTREAL/AGES 18 TO 40

* Park description 8
* Availability of accommodation 8
* Park history 6
* Directions to the park 6
* Availability of package deals 5
* Prices 5
* Distances from major centres 4
* Availability of permits 1

MONTREAL/AGES 41 TO 65

* Park description 10
* Geography/maps 10
* Availability of accommodation 8-10
* Park rules 8-10
* Opening hours 8
* Travel tips/directions 7-8
* Phone numbers 7
* Local attractions 5

TORONTO/AGES 18 TO 40

- Park description 6
- Directions to the park 6
- Facilities available near the park 5
- Average temperatures 5
- Types of fish/wildlife 2
- Souvenir value of a guidebook 2
- Park rules and regulations 1
- Number of campsites 1

TORONTO/AGES 41 TO 65

- Description of facilities 9
- Maps to the park 9
- Local history 5
- Description of trails 5
- Park description 3
- Photographs of the park 3
- Description of campsites 2

These comments indicate that the expectations of the participants, based on their experiences with guidebooks, is that a guidebook should provide detailed information on the travel destination, the available facilities, travel maps and directions and information on any rules, regulations and safety tips of which they would need to be aware.

CONCLUSION

To the extent that park descriptive information is one of the major reasons for buying a guidebook, it is apparent that a well designed series can be an effective tool for promoting Canada's parks.

People look to a guidebook to provide all the information they require to effectively plan a vacation. This would indicate that a guidebook must provide not only a description of the park but information regarding park facilities, travel tips and maps and information on rules and safety.

C. GUIDEBOOK APPLICATIONS

In general, prior to being introduced to any of the series, the groups defined a guidebook as meeting all the information requirements described above. The older group in Montreal described the Michelin guidebook as the perfect definition of what a guidebook should offer.

Consistent with the requirements for information content, it is not surprising that the most important application of guidebooks and related products was to assist in vacation planning(see tabulated results, question 12). After having seen the various series that were presented in the focus groups, 29 out of 38 participants who answered the question, identified vacation planning as a "very important" or "somewhat important" reason for buying a guidebook. The answers were quite consistent in all groups. Just as important, and not really an inconsistent application, was the purchase of guidebooks to obtain pictures of the park. Given the importance of travel planning and the information content requirements, it would seem that pictures of the park were important to participants as product descriptive information to assist in travel destination decisions. Only 17 out of 38 viewed the use of guidebooks as souvenirs as a "very important" or a "somewhat important" reason for buying a guidebook. Presumably a higher proportion of people who had visited a specific park and were returning from vacation would buy a book as a souvenir. At this stage in the decision-making process, however, the book would not be as useful for influencing travel decisions, except perhaps for friends and relatives. But again, this secondary market would likely require some specific information for planning purposes.

While no quantitative data was collected, none of the participants said that they had previously seen any of the series, although a number had visited the specific parks referred to in the guidebooks that were provided, especially St. Lawrence. In Toronto, and to a lesser extent in Montreal, the guidebooks did generate some demand and there were requests for copies. This demand appeared to be for assistance in vacation planning rather than for souvenirs of parks that had been visited.

Also consistent with the demand for guidebooks for travel planning purposes was the interest in obtaining recommendations for restaurants and lodging. Overall, 35 out of 39 said that this information was a "very important" or a "somewhat important" reason for buying a guidebook. It appeared that the groups in Montreal placed more importance on this type of information (14 out of 20 said it was "very important" compared to 7 out of 19 in Toronto).

Some of the other applications included:

- to have maps of the area (very important to 28 out of 37);
- to understand park regulations (very important to 13 out of 38);
- to learn about heritage(very important to 10 out of 38);
- as a guide to the flora and fauna(very important to 8 out of 39);
- for interpretive tours(very important to 7 out of 37); and
- to find out what to wear(very important to 7 out of 37).

CONCLUSION

Because the major reason for buying guidebooks and related products is to assist in vacation planning, the content of the books and the distribution arrangements should reflect this requirement. This would imply that a guidebook would be a useful tool in influencing travel decisions and would be an important follow-up to advertising and other promotional activities. Distribution through travel information sources would appear to be more useful in selling the books and the park than locations at the park or en route to the park.

D. RESPONSE TO THE CANADIAN PARKS SERVICE GUIDEBOOK SERIES

1. Overall Response

The overall reaction to the Canadian Parks Service guidebook was very positive. A perception of the Montreal groups, however, was that it was not what they would view as a guidebook. It was seen as a picture and history book that would be kept on the shelf. The high quality of the paper was seen as "too nice" to carry on trips or to store in the glove compartment. It was viewed more as a souvenir or a book for planning a trip.

When asked to define the major purpose of the guidebook, it was interesting to note that this promotional orientation of the book was generally seen as its primary thrust. Some comments regarding the guidebook's purpose included:

"to encourage an interest in the park"

"to entice and promote tourism to the park"

"to entice Canadians to visit and share the beauty"

Others stated that the main purpose went beyond the promotional aspect and said that it was to prepare and inform the potential visiter.

2. Likes and Dislikes

When asked what they liked most about the Canadian Parks Service guidebooks, most identified the pictures and photographs of the parks as the most appealing component. Almost all of those in the groups in Montreal identified the images, photographs and the colour of the books as the feature which they liked most.

In order of the frequency of mentions, the features of the guidebook most liked included:

- the photographs and pictures (mentioned by 20);
- the accessibility/readability(mentioned by 13);
- the layout and overall effect (mentioned by 12);
- the informative content (mentioned by 11);
- the portability and size (mentioned by 7);
- the maps (mentioned by 7);

- historical descriptions (mentioned by 5); and
- the index (mentioned by 5).

The groups in Toronto placed somewhat more emphasis on the informative and reference nature of the guidebook, e.g.:

> "I like the maps and the scenery and there is a lot of information on wild life, trails and facilities"
>
> "The pictures, the history and it has a good index with up- to-date information"

When asked what they disliked about the guidebooks, the most consistent response was that the information was too descriptive and not sufficiently succinct:

- not enough specific information on hours, facilities, campsites, local lodging and restaurants (mentioned by 16);
- too much narrative text (mentioned by 13);
- table of contents too vague (mentioned by 5); and
- maps too small, not specific (mentioned by 5).

Some of the comments from the Montreal groups were:

> "its difficult to find specific details about the park"
>
> "I can't find any information on rates, hours of opening or on local hotels"
>
> "It's too much like a novel;there's not enough summary information"

Comments from the Toronto groups were similar:

> "maybe a little too much information in narrative form"

> "there's little specific information about campsite facilities including cooking, toilets and water"
>
> "the table of contents could be more specific, I would find it hard to find information at a glance"
>
> "large-scale maps with more detail would be an improvement"

A number of people in both cities commented that they thought the guidebook was more a form of promotional literature than a true guidebook.

While it was the objective of the focus groups to assess the overall format, there were a number of comments relating to the specific guidebooks that were used in the discussions.

Generally, the Forillon guidebook generated the most favourable comments especially with respect to the photography.

The photography in the Glacier guidebook was seen as somewhat dull in comparison. A number of participants in the Montreal groups said they were confused by the title of the St. Lawrence Islands guidebook and had expected that it would be about islands in the Gulf of the St. Lawrence rather than about the Thousand Islands.

3. Problems Using the Series

Asked if they had problems using the guidebooks, most (21 out of 38) said they did not. The group reporting the most problems was the 18 to 40 year old in Montreal. In this group 9 out of 10 reported some problem. This may have been a language problem as fewer French copies were available than had been hoped for.

The types of problems reported however, were quite consistent across groups and generally reflected difficulty in obtaining specific detailed information:

* needs better driving directions/maps (mentioned by 10);
* not really a guidebook (mentioned by 10);
* no details on lodging, restaurants, rules, hours, campsites (mentioned by 9); and
* the table of contents is hard to use(mentioned by 5).

CONCLUSION

The Canadian Guidebook series received enthusiastic reviews from most focus groups participants. It was seen as being of high quality and attractive. The only drawback was that it was seen as too promotional and was seen as lacking some of the specific, detailed information that many participants had hoped to find.

E. RESPONSE TO THE U.S. PARKS SERVICE GUIDEBOOK SERIES

1. Overall Response

All participants were impressed by the U.S.series, especially the photography but they had somewhat more difficulty defining the purpose of the books. Generally, it was assumed by most that the major purpose was promotional although a number of the participants described it as being more educational in nature.

Some of the comments on the purpose of the series were;

> "to sell the consumer on the beauty of the park"
>
> "to spellbind you with flashy pictures to entice you to go"

"it's a picture history book"

"to teach us about the development of mountains and glaciers (re: Rocky Mountain)"

Although a number of the comments would be consistent with a definition of the series as a souvenir, none of the participants specifically identified the major purpose of the series as being a souvenir.

2. Likes and Dislikes

The photographs and the visual attractiveness of the series was identified by almost all (36) participants as the most liked feature of the series. The only other features mentioned included:

- the suggestions for reading;
- the narrative text; and
- the large bold type.

The major dislike was that there was too little information or maps describing the location of the parks (mentioned by 13 of the participants). Other dislikes were:

- not informative (mentioned by 9);
- not a guidebook (mentioned by 7);
- no index (mentioned by 6); and
- the format is too large (mentioned by 5).

Most of the other comments were regarding specific types of information which were seen as lacking, e.g., information on the park facilities, local lodging and restaurants.

3. Problems Using the Series

Overall, 31 out of 36 said that they would have problems using the U.S. series. The major problem was that it created an interest without providing sufficient information to assist in travel planning.

Some of the comments from the Montreal groups were:

> "there's not enough information on the location of the park"
>
> "there's no information;its not a guide"
>
> "it really catches your eye but I have no idea how to get there"
>
> "its difficult to understand, there's too much information and there's nothing to help me plan a vacation"

Some of the comments from the Toronto groups were;

> "its not a guidebook,its a promotional piece"
>
> "there are no maps or detail,its basically an introduction to the area, which in itself is good."
>
> "its really quite useless, if I were actually interested I'd have to buy something with more complete information"
>
> "I would like to see a table of contents and an index. It should be better organized"

CONCLUSION

The U.S. series was seen as being highly attractive, especially with respect to the very artistic photography, but it was seen as having such little information for planning purposes that it would probably best be viewed as a souvenir product for people who had visited the park or as a tourist office brochure, assuming more detailed information would also be available.

F. RESPONSE TO THE FUNDY NATIONAL PARK GUIDEBOOK

1. Overall Response

The Fundy guidebook is very similar to the U.S. series, both in size and format. It was viewed very positively and was seen as an attractive publication but also somewhat lacking in travel information. As a result, the purpose for which it was most clearly identified was also as a promotional piece. Some of the comments indicated that it was seen as somewhat more informative than the U.S. series;

> "its an introduction, slightly more informative than the U.S.series"
>
> "it promotes the park and educates the reader"
>
> "its purpose is to interest someone into going to the park. It does catch your interest and provides good background information"

2. Likes and Dislikes

As with the U.S. series, most participants identified the photographs as being the feature of the book which they found most attractive. Some of the comments from the Montreal groups were:

> "the photographs and illustrations are splendid"
>
> "it provides a good description of the Bay of Fundy and gives a good overview of the natural and human history"
>
> "it gives you a good feel for the park before travelling there"
>
> "I like the text.Its not as long as the others but its interesting and informative"

Some of the comments from the Toronto groups were:

> "enticing pictures,its well written and provides good historical information"
>
> "the photographs are almost as nice as the U.S. series"

While the comments regarding the photographs were generally favourable, a number felt that they were somewhat dull. The major dislikes, however, were regarding the lack of detailed travel information. Comments from the Montreal groups were:

> "it doesn't have enough tourist information such as road maps, directions, schedules, etc."
>
> "its not really a guide,its more of an educational history"
>
> "the format is too large to make it easy to carry"

The Toronto groups generally had the same dislikes:

> "it needs a map to specifically identify where it is"
>
> "I'd want more information on specifics such as camping and other facilities"
>
> "from knowing this area, this book doesn't capture the true beauty if Fundy"
>
> "there are too many pictures of fish. The photography makes Fundy look drab and dreary. Its too large to carry around"
>
> "its not a guide. Its an educational book on flora and fauna and the history of the park"

3. Problems Using the Guidebook

Asked if they would have problems using the book, 21 out of the 34 who answered the question said they would. Most of the problem areas related to the lack of sufficient information for vacation planning:

> "how do I get there? How well can I get around? What can I do there?"
>
> "there's no table of contents and not enough information on directions, campsites, etc."

CONCLUSION

The Fundy guidebook was seen as very attractive but it did not provide enough specific information for vacation planning. As a purely promotional publication or as a souvenir the book is appropriate although a number of the comments would suggest that the photography could be more dramatic.

G. OVERALL RESPONSE

Asked to rate their overall preference for the three options tested, the overwhelming preference was for the current Canadian Parks Service guidebook series;

* Most preferred series
  - Canadian Parks Service series (mentioned by 26)
  - the Fundy guidebook (mentioned by 9)
  - U.S.series(mentioned by 6)

* Second most preferred series
  - the Fundy guidebook (mentioned by 15)
  - the U.S. series (mentioned by 12)
  - Canadian Parks Service series (mentioned by 9)

- The least preferred series
  - the U.S. series (mentioned by 16)
  - the Fundy guidebook (mentioned by 11)
  - the Canadian Parks Service series (mentioned by 8)

The scaled ratings of the options confirmed these results. As shown in the tabulated results (question 4), 25 out of 38 rated the Canadian Parks Service series as slightly better or much better than most guidebooks. In addition, 23 out of 37 rated the Fundy guidebook as slightly better or much better than most while only 9 out of 36 rated the U.S. series better than most.

In comparing the Canadian and the U.S. series on a number of specific product attributes, the Canadian series is rated much more highly on information content than the U.S. series, while the latter received much higher ratings on the photographic content.

The following figure gives the percent who rated the series as a 9 or 10 on a scale of 1 to 10 where 1 was poor and 10 was excellent.

FIGURE 2.2

RATINGS OF THE CANADIAN AND U.S. SERIES
(% rating the books as a 9 or 10 out of 10)

	Overall Quality	Design	Information	Photos	Packaging
Canadian	32%	36%	44%	31%	30%
U.S.	9%	30%	5%	77%	30%
Base (n=)	39	39	39	39	39

The photographs in the U.S. series are obviously a very strong feature and are a strength relative to the Canadian series.

As noted before however, there is substantial variation between the Canadian books with Forillon being one of the most impressive.

The high ratings of the photographic quality do not appear to make up for the lack of information content compared to the Canadian series. While it was quite possible that the U.S. format would do well as a souvenir item, it does not address the travel planning requirements that the participants want.

CONCLUSION

The ratings and the comments show that the groups preferred the Canadian Parks Service guidebook series to the other formats tested. While there are a number of improvements that could be made, as recommended in the section on design specifications, these results show that the disappointing sales that have been experienced to date are not product related. The Canadian guidebook series is seen to be of very high quality.

H. DISTRIBUTION CONSIDERATIONS

Participants were asked to indicate their preferred method or location for purchasing Canadian Parks Service Guidebooks (see Question 3 of the tabulated resulted).

The preferred method was through the Tourism Canada network, with 29 out of 32 saying they would be "very" or "somewhat interested" in purchasing guidebooks through this channel. Although there may have been some confusion regarding provincial versus federal outlets, in Toronto and Montreal there appeared to be well known downtown information outlets. A number of people in Toronto suggested that the ideal source would be the Eaton's Centre. In Montreal, it was Complex Desjardins. These locations seem to be well known locations which would be easily accessible to many people who were planning a vacation.

The next most preferred sales outlet, after downtown locations, was on-site at the national parks. A total of 27 said they would be "very" or "somewhat interested" in obtaining guidebooks at the parks. While the park site would be an ideal location for a visitor to purchase a book as a souvenir or to plan specific activities at the park, sales at the park would be too late in the decision making process to have any influence over the vacation planning of potential visitors.

Retail book stores was a somewhat distant third, with 17 out of 32 saying that they would be "very" or "somewhat interested" in obtaining guidebooks from this source.

Direct mail was virtually tied with retail book stores in terms of the number who would be "very interested" in purchasing books through this method (8 compared to 9 out of 32). The number "somewhat interested" in direct mail was only 5, however, compared to 12 for retail. With direct mail, there appears to be an age difference in the responses. In the over 41 years of age group, half said they were "very interested" (7 out of 14), in the under 41 groups, however, only 1 out of 18 was "very interested". It may be that older people tend to view direct mail as a convenience while younger people may view it as a nuisance. The advantage of direct mail is that very precise market segmentation is possible and the costs are often lower than other methods.

Other methods that were tested included distribution at airports, the VIA Rail network and at prime train stations. In each case, 4 said they would be "very interested". The number who were "somewhat interested" ranged from 13 for prime stations to 9 for prime airports. Again, there was an age difference in the reaction to these methods, although not as definite as that observed in the reaction to direct mail. However, none of the under 41 years of age participants were "very interested" in buying books through these sources. The younger participants were most interested in buying books at the park.

In the discussion, a number of other potential distribution methods were identified. One that seemed to have good support was distribution through the Canadian Automobile Association (CAA). One participant pointed out that on a recent trip to the U.S., he had obtained what he estimated was about $50.00 worth of travel information from the CAA. Other suggestions included gas stations, drug stores and sales at attractions and fairs like the CNE.

CONCLUSION

The focus group participants showed support for the current distribution channels i.e. on-site at the park and through retail book stores. A number of alternative distribution channels warrant consideration especially if the books are to be sold for vacation planning purposes, rather than as souvenirs. These include sales through existing government tourism information outlets, direct mail and through associations such as the CAA.

I. SUGGESTED IMPROVEMENTS

Most of the comments on suggested improvements for the Canadian Parks Service guidebook series focused on providing more concise, practical information on such things as local accommodation, park facilities, hours of operation, etc. that could assist in planning a vacation. A number of participants felt that, to be a "true guidebook" this practical information should be available and should be easily accessible. This would include cutting down on the narrative, descriptive text and improving the table of contents to be more oriented along the lines of the information required, e.g., park description, travel tips, park facilities, etc. These suggestions are incorporated and described in more detail in our section on format design recommendations.

It is apparent from the previous sections that the smaller, more portable Canadian Parks Service series is the preferred option and format of those tested. However, it should be recognized that participants were looking at the various options in terms of their requirements for a guidebook. Whereas some commented that the Canadian series was not a true guidebook, the U.S. series was viewed by most as a promotional piece and not a guidebook at all. Given the location of the groups, in major cities and the timing, when people start planning their summer holidays, it is understandable that they would want good, detailed information that would assist in travel discussions and planning. The Canadian Parks Service series seems to address this need quite well. However, it is quite possible that the U.S. type format would sell better at the park as a souvenir. Assuming that Environment Canada's objective is to get people to come to the parks by describing the park, how to get there and what they can do at the park, the current series is the preferred option.

It is apparent from the impressive impact that the U.S. series has, and by the relative preference for Forillon over the other Canadian books, that high quality photography is a key selling feature.

The following illustrates the response to four photographic concepts:

Type of Photographs	% Very and Somewhat Interested
Artistic Photographs	58%
Photos of Wildlife\Flora	58%
Aerial Photographs	49%
Photographs of people at the park	16%

This seems to reflect the response to the books presented. The U.S. series and Forillon could be described as having a lot of artistic photography and shots of flora and fauna. The Glacier book was seen as having comparatively dull photography including shots of people in the park. At least one person who had been to Fundy did not feel that the photos showed the true beauty of the park.

For future versions of the Canadian series, Forillon would seem to provide an excellent model for photographic content and the relationship between text and photos. These results would also suggest that artistic photographs showing the national beauty of the park should be numerous and there should be less emphasis on people and man made objects of a non-historical nature. It would seem that any attempt at humorous photographs should be avoided as there were a number of negative comments regarding children covered in mud in the Fundy book and people inside a snow cavern in Glacier.

Some additional information content areas were tested. These and the percent that said they would be "very" or "somewhat interested" in seeing this information is as follows:

How to get to the park	98%
Things to be careful of	71%
Swimming and boating	69%
Climatic information	66%
Information campgrounds	65%
Descriptions of historic sites	63%

Again, this reflects the need for good practical information for planning a vacation. People view a vacation as an important investment of there time and money and they want it to turn out well. In fact, one criticism of the U.S. series was that it avoided information that could be critical. One participant said most of the U.S. parks have long waiting lists for camping and it can be difficult to get into them. This could be extremely disappointing for a tourist and is the type of thing people want to avoid by obtaining the level of detailed information they require.

CONCLUSION

Suggestions for improving the current series included providing more practical vacation planning information, cutting down on the narrative text, improving the accessibility of information by making it more concise and improving the table of contents. Photographic content should focus on the natural beauty of the park and should avoid pictures of people or man made objects of a non-historic nature. Humorous photography should be avoided.

Detailed recommendations (see the section on format and design) include revising the guidebooks' format and design by creating an outset or by adding one signature.

III. SECONDARY DATA ANALYSIS

III. SECONDARY DATA ANALYSIS

A. OVERVIEW AND OBJECTIVES

Secondary research (sales data analysis) is the first step in constructing a business decision framework. Initial preparations included the identification of key data sources and documents.

The objectives of the secondary data analysis section of this study were to perform the following activities:

* examine and extract key sales data on current guidebook publications, including historical unit and dollar sales figures, product price mix, and demographic data;

* obtain similar data on similar U.S. products in order to make comparisons between American and Canadian market sales;

* perform analyses of the data from Canadian and U.S. sales, to develop forecasts for market size and demand, which assume different price levels and product offerings; and

* examine key documents to confirm adherence to federal government publishing policy.

B. CANADIAN GUIDEBOOK SALES ANALYSIS APPROACH

This section provides an assessment of the sales performance of the Canadian guidebook series and addresses some of the factors affecting this performance.
The initial analysis approach was to identify and contact

key staff members from the publishing and distribution organizations responsible for guidebook sales.

The primary approach was then to gather complete and comprehensive sales figures, sales documents, and all relevant publishing information. This research approach allowed a large body of data to be constructed and then a more focused and detailed analysis could be performed on the most important and relevant numbers.

The sales data summarized (in the following pages) in Table 1 (English Titles),Table 2 (French Titles) and Table 3 (Parks Sales) was obtained from the following sources:

- Table 1 - Douglas & McIntyre royalty statements to the Canadian Government Publishing Centre (CGPC):
    - CGPC Printing Bureau sales statistics inquiries (Diane Chenier, Project Officer);
- Table 2 - CGPC Printing Bureau sales statistics inquiries and sales reports (Diane Chenier); and
- Table 3 - Canadian Parks Service - Cooperating Associations (Tanya Middlebro).

Additional sales and publishing information, documents, and confirmations were received from the following sources:

- Lawrence Johnson (Research Officer, Communications Professional Services Branch):
    - Initial data from CGPC and Douglas & McIntyre, and

  - Publishing policy documents from Treasury Board Canada;

- Linda Burke and Ruth Speele (CGPC Printing Bureau):
  - Confirmations of English guidebook sales figures;

- Carol Whitfield (Canadian Parks Service):
  - Royalty Statements from Douglas & McIntyre and Parks Sales confirmations; and

- Glen Mennie (Douglas & McIntyre):
  - Confirmations of English guidebook sales and publishing figures.

Extensive telephone contacts and correspondence with the individuals mentioned above have yielded the basic information required to perform a general sales data analysis.

Comparative analyses can be made based on the data relationships between English and French sales, individual parks titles, CGPC sales versus Douglas & McIntyre distribution and Parks site sales.

In order to perform a comprehensive sales data analysis, the appropriate and ideal information requests are as follows:

- Historical sales data from the beginning of the publishing program for the guidebook series (i.e., all five titles from 1983 through 1987);

- Publishing print quantities versus sales for each title by province and cumulative totals;

- English versus French data as above;

- Current and forecasted printing and sales data for 1988 and beyond;

- Documents outlining and defining the parameters of Federal Government publishing policy, especially concerning publishing alternatives and new print products, rules on French content, budget allocation process, and printing procurement requirements;

- Samples and copies of all printed volumes in the guidebook series (English and French) and any printed literature, brochures and related guide materials for the Canadian Parks Service;

- Current inventory levels, condition, status and location of all guidebooks published;

- Financial statements, profit and loss (P&L), operating statements, budget forecasts, goals and targets for inventory disposal, and the revenue accounting process;

- Demographic data including trade sales lists, customer files, customer profiles as well as publishing figures for individual shipments and returns, by title, for all regions; and

- Retail outlet traffic volumes and parks service list confirmations.

Some of the key information requested above was provided and incorporated with Tables 1, 2 and 3. Copies of promotional flyers from CGPC on parks publications are attached in Appendix VII, along with samples of U.S. promotional flyers and key extracts from the Publishing Administrative Policy Manual of Treasury Board Canada in Appendix VIII. However, most of the financial information requested was not provided.

Without complete and verifiable gross sales figures for 1983 and 1984 for the St. Lawrence and Forillon titles, it is difficult to develop an overall progression and comparison of sales for each title by year. Sales and publishing statistics provided from four different sources revealed information gaps and inconsistencies, which further complicate definitive sales analysis.

Also, due to the Douglas & McIntyre fiscal year ending March 31, 1988 the total sales figures for all titles for the period July 87 to December 87 were not available. Again, this does not allow for a complete picture of the total guidebook sales history.

* The following sections will examine the Canadian sales data for the following groups, in order:

- English Guidebook Sales Douglas & McIntyre;
- Canadian Government Publishing Centre Sales - English;
- French Guidebook Sales - CGPC; and
- Cooperating Association Sales.

CANADIAN PARKS SERVICE

(TABLE 1)

PARKS GUIDEBOOK SALES / PUBLISHING DATA (1)
(ENGLISH TITLES)

TITLE (PUB. YR.)	LIST PRICE	COST (2)	GROSS UNIT SALES					TOTAL UNITS	NET (3) SALES	TOTAL QTY PUBLISHED (D & M)	CGPC QTY RECEIVED	CGPC INVENTORY BALANCE (03/30/88)
			83	84	85	86	87 **					
St Lawrence (1983)	$6.95 (4)	$3.48	2986	735	891	125	68	4805	$17,941	10000	700	272
Forillon (1984)	$6.95	$4.48			1333	86	251	1670	$7,715	2500	575	19
Fundy (1985) *	$8.95	$4.48			2670	1081	107	3858	$18,310	5000	700	197
Waterton (1986)	$8.95	$4.47				3169	116	3205	$12,482	4000	425	53
Glacier (1987)	$8.95	$4.47								5000	(N/A)	

* Fundy 85 = July - Dec 85

** 1987 = Jan - June 87

(1) Source: Douglas & McIntyre Royalty Statements. (1985 to June 1987) + CGPC documents (to 03/88)
(2) Cost to CGPC (50% of List Price) / Estimated actual print cost = 20% of list ($8.95 x 20% = $1.79/$6.95 x 20%=$1.39)
(3) Royalty based on Net Sales
(4) List price: St. Lawrence: Increased to $8.95 (07/85)
Forillon: Increased to $7.95 (04/85)
Increased to $8.95 (07/85)

* Each group of sales data will be analyzed in the following order:

1. Overall **sales data relationships** by title (listing of key percentages and sales dollar figures);

2. **Sales data components** (discussion of how the numbers are arrived at and what the totals mean);

3. Sales **data comparisons** (analysis and comment on differences between titles; and

4. Conclusions, at the end of each section.

C. ENGLISH GUIDEBOOK SALES OVERALL - DOUGLAS & MCINTYRE (refer to Table 1)

By examining the sales figures in Table 1 for Fundy and Waterton, as well as available data for St. Lawrence and Forillon we can identify the following sales data relationships, which are key sales data extracts and will be discussed more fully later:

1. Sales Data Relationships

a. Fundy

* 69.2% of total unit sales were in 1985, the first year published (2670 copies were sold out of the 3858 total copies sold up to mid-1987).

* 53.4% of the total quantity published was sold in 1985 the first year. (A total of 5000

CANADIAN PARKS SERVICE

(TABLE 2)

PARKS GUIDEBOOK SALES / PUBLISHING DATA (1)
(FRENCH TITLES)

TITLE (PUB. YR.)	PRICE	CGPC COST	CGPC (2) TOTAL UNITS	CGPC (3) GROSS SALES	CGPC NET SALES	QUANTITY PUBLISHED RECEIVED AT CGPC	CGPC INVENTORY BALANCE (03/30/88)
Iles St. Laurent (1983)	$6.95	$1.16	218	$1,499	$985	2380	108
Forillon (1984)	$8.95	$1.49	1875	$12,619	$9,449	2715	0
Fundy (1986)	$8.95	$1.49	39	$319	$219	675	467
Waterton (1986)	$8.95	$1.49	20	$149	$102	300	133

(1) Source: Canadian Government Publishing Centre (CGPC) / Printing Bureau
(2) Unit Sales exclude free samples to subscriber list
(3) Sales Period = September 1983 to February 1988

copies (units) were published and up to the end of 1985, 2670 units have been sold).

- 28.0% of total unit sales were in 1986, the second year.
- 21.6% of the total quantity published was sold in 1986.
- There was a 28.8% increase in price on this title from the previous year's publication, which was Forillon (from $6.95 to $8.95).
- The average net sales value per unit is $4.75. This is the list price net of volume discounts provided by Douglas & McIntyre
- The stated print cost per unit ($4.48 to CGPC) is equal to the cost of the previous year's publication but is 28.7% higher than the 1983 publication; St. Lawrence. But this is purely a function of the increase in list price, as CGPC gets a 50% discount off list price.
- The actual average print cost per unit to the publisher is estimated at 20% of list price ($1.39, $1.59 and $1.79 respectively for list prices of $6.95, $7.95 and $8.95). This cost per unit estimation does not take into account the cost variables in the quantity of the print run or the cost variations in photo/text composition for each book.
- The average revenue per unit (the average sales revenue minus the cost of goods sold, before

(TABLE 3)

CANADIAN PARKS SERVICE

OTHER PARKS BOOK PUBLISHING DATA (1)

TITLE	PRICE	QTY PUBLISHED / RECEIVED	INVENTORY BALANCE	ESTIMATED UNIT SALES
Fundy - Bay of Giant Tides (9 x 12, Softcover) (Published 1984)				
English		10090	2565	7525
French		2090	1005	1090
Fundy National Park - A Guide (D & M Title - Sales at Fundy Park) (Received 1987)				
English	$8.95	1676	441	1235
French	$8.95	400	250	150
Waterton Lakes National Park (D & M Title - Sales at Waterton Park) (Received 1987)				
English	$8.95	--	--	351
Waterton Trail Guide	$6.95	--	--	638
Waterton National Park (9 x 12)	$5.95	--	--	181
Waterton Strolls	$4.50	--	--	464
Guide to Forillon National Park (D & M Title- Sales at Forillon)				
English	$8.95	210	0	210
French	$8.95	260	0	260

(1) Source: Environment Canada Parks Re: Cooperating Association Sales

expenses, fixed costs, and variable costs except product cost) was 62.3% of net sales revenue ($4.75 - $1.79 = $2.96) or 33.1% of gross sales revenue at List price.

- 77.2% of the quantity published had been sold from 1985 to June 1987.

- The Canadian Government Publishing Centre has sold 71.9% of the quantity it received of Fundy from 1985 to March 1988.

Similar sales and publishing facts and figures can be extrapolated from Table 1 for the Waterton publication as described below: (all of these relationships will be compared and summarized in points 3. and 4. later in this section.)

b. Waterton

- 96.5% of the total unit sales were in the first year of publication, 1986.

- 79.2% of the total quantity published was sold in 1986. (A total of 4000 units were published and up to 1986, 3169 had been sold).

- 2nd year data (1987) is incomplete.

- There was no price increase for this title from the previous publication which was Fundy at $8.95.

- Average net sales value per unit was $3.80. This is net of volume discounts and is not net of the cost of goods sold.

- The print cost to CGPC was $4.47, or $0.01 less than Fundy.

- As with Fundy, the average print cost estimate for waterton is $1.79

- The net revenue per unit (average net sales value minus the cost of goods sold), before variable expenses and fixed costs, was 52.9% of net sales revenue ($3.80 - $1.79 = $2.01) which is 22.5% of list price.

- 82.1% of the total quantity published sold from 1986 to June 1987.

- The Canadian Government Publishing Centre has distributed or sold 87.5% of the quantity it received from 1986 to March 1988.

c. St. Lawrence

For additional sales data comparisons, key sales figures for the St. Lawrence Islands publication are:

- 62.1% of total unit sales were in the first year - 1983, which is slightly lower than Fundy and substantially lower than Waterton.

- 29.9% of the total quantity published was sold in 1983; the first year of publication.
- 15.3% of total unit sales occurred in the second year, 1984.
- 7.4% of total quantity published was sold in 1985, the second year.
- The list price increased 28.8% from $6.95 to $8.95 in mid 1985.
- The average net sales per unit (i.e., the list price minus discount) is $3.64.
- Estimated print cost per unit is $1.39 ($6.95 x 20%), but this figure is overstated because of cost savings from the large print run (10,000), in comparison to other titles in the series.
- 48.1% of quantity published was sold from 1983 to June 1987.
- CGPC distributor sold 61.1% of the total unit which they received from 1983 to March 1988.

By focusing on comparisons of the sales performance of the Fundy and Waterton publications, valid conclusions can be drawn for the overall performance of the guidebook series, for the following reasons:

1. These are the two most recent titles for which there is relatively complete data.

2. They are both at the same current price ($8.95).

3. They have comparable print run quantities.

4. Fundy represents a prime eastern National Park, while Waterton represents a prime western National Park.

5. Important sales data, for comparative purposes, has been obtained for both titles from the Co-operating Associations (Table 3, pg. 37).

A discussion of the components of sales totals, and their impact on overall sales figures, follows.

2. Sales Data Components

Before drawing conclusions based on the sales information described above, it is necessary to describe the sales data components, as well as royalty and discount arrangements, for each publication.

- A detailed examination of the sales components of each title reveals that significant quantities are sold at less than list price as shown in Figure 3.1. (next page).

- Douglas & McIntyre (D & M), in their arrangement with the Canadian Government Publishing Centre (CGPC) and the Department of Supply and Services (DSS), pays a royalty fee of 10% based on net sales for "Regular" sales, and for some

FIGURE 3.1

CANADIAN GUIDEBOOK SALES COMPONENTS

Title	Period	Units Sold	List Price	Total Sales	Net Sales per Unit (1)
Fundy	07/85-12/85	1,000	$8.95	$2,700	$2.70
	07/86-06/87	50	$8.95	$100	$2.00
Waterton	07/86-12/86	209	$2.37	$495	$2.37
	01/87-06/87	46	$8.95	$109	$2.37
St. Lawrence	07/85-12/85	750	$8.95	$2,278	$3.04
	07/86-06/87	45	$8.95	$90	$2.00

1. "Net Sales" is the revenue after disounts to dealers, agencies, bookstores, etc.

"Special" or "Export" sales. The fee is 5% for larger volume Special/Export sales at "cost plus" prices (e.g.: Fundy: 1,000 copies = $2,700 net sales x 5% = $135 Royalty)

- The D & M royalty statements to CGPC list the sales dollar figures and "Net" totals, for the purpose of royalty fee calculations as shown in Figure 3.2.

- Discounts to wholesalers, authorized agents, commercial bookstores, and government departments and agencies account for the difference between the list price and the net sales figures. These discounts include:

  - CGPC receives these books from D & M, under its contract, at a 50% discount off list price (see Table 1). This adheres to government publishing policy guidelines;

  - Government departments and agents also receive a 50% discount, i.e., the books are distributed by the CGPC with no mark-up;

  - Authorized agents and wholesalers receive a 46% discount on books they received from Douglas & McIntyre; and

  - Commercial and specialized bookstores receive a 40% discount from Douglas & McIntyre.

These discounts are in accordance with publishing policy guidelines.

FIGURE 3.2

ROYALTY CALCULATIONS

Title	Period	Net Sales Units	List Price	Total Net Sales	Royalty %	Total Royalty
Waterton	Jan 86- June 86	2,799	$8.95	$10,727	10% Net	$1,073

All of the above sales component variations make projected sales formulas difficult to develop and to apply globally. In spite of these variances, as well as information source inconsistencies, the net sales figures do provide relative performance comparisons.

A summary of sales comparisons and comments on the reasons for some of the differences and trends, is presented below.

3. Sale Data Comparisons

The purpose of this section is to examine and compare the sales data relationships for the different titles, and make observations on overall sales performance and CGPC sales performance.

Overall Sales Performance

* first year unit sales vs total unit sales:

1. Waterton	96.5%
2. Fundy	69.2%
3. St.Lawrence	62.1%

* second year unit sales vs total unit sales:

1. Fundy	28.0%
2. St.Lawrence	15.3%
3. Waterton	N/A * (1)

* first year unit sales vs total published:

1. Waterton	79.2%
2. Fundy	53.4%

3. St.Lawrence	29.9%

* (1) No data was available for second half of 1987, Waterton's second year.

* second year unit sales vs. total published:

1. Fundy	21.6%
2. St.Lawrence	7.4%
3. Waterton	N/A

* Total sales vs total published:

1. Waterton	82.1%
2. Fundy	77.2%
3. St.Lawrence	48.1%

* Average net sales value per unit:

1. Fundy	$4.75
2. Waterton	$3.80
3. St.Lawrence	$3.64

The only relevant data available on Forillon is as follows:

- 66.8% of total quantity published was sold from 1985 to June 1987.
- Average net sales value per unit is $4.62

Sales for all titles (in the third and subsequent years) drop off dramatically and/or remain flat.

4. Conclusions Regarding the English Guidebook Sales Through D&M

These comparative rankings seem to indicate that the most recent title for which there is sales data, Waterton, has the best overall performance and the first title of the series, St. Lawrence, has the worst performance. Fundy, however, has the best net sales value, and Forillon, while not analyzed in detail due to lack of confirmed data, fared better than St. Lawrence in all comparable categories (even if pre-July 1985 sales are not included).

All titles have by far the greatest sales volume in the first year of publication and the highest percentage of the total quantity published. Waterton clearly has the best first year performance, Fundy picks up in the second year and has more consistent sales performance relative to Waterton. Forillon sales performance is more consistent in terms of subsequent year and net sales value.

* The trend for better overall performance, from the first title, St. Lawrence, through to the most recent title, Waterton, indicates the following:

- Increased familiarization with the product both in the respective sales organizations and in the market place. With four titles published, it becomes a series. Market awareness and demand is presumably building as is the level of marketing experience of the various "players" in the distribution channels.

- Recognition of market limitations and marketing restrictions under the current publishing and distribution structures has resulted in print quantities being lowered. Government publishing guidelines limit CGPC's role to a less aggressive strategy.

- Development of more consistent sales and distribution contacts familiar with the product has helped to ensure that initial shipments to agents and stores are made more quickly.

- Forillon, Fundy, and then Waterton may also simply be more popular and focused park vacation spots.

* The relatively high profile and strong sales support of Cooperating Associations for the Forillon, Fundy, and Waterton parks publications seems to be a contributing factor in the more consistent sales performance of these titles.

* The trend for high sales in the first year of publication and then flat overall sales in subsequent years, indicates the following:

  - The marketing effort for this guidebook series has not been developed or expanded beyond current levels, which resulted from the reaction to disappointing sales on the first publication (St. Lawrence).

- The stable list price, which has not been raised for 3 years (since mid-85) in spite of increased publishing costs, is a reflection of the lack of market expansion. The current sales and distribution network will not support a higher price because retailers and distributors are experiencing slow sales of the books at the current list price.

Reasons for sales differences and some factors affecting sales performance are as follows.

* The St. Lawrence publication, with a print run total of 10,000, can be characterized as a large and expensive first time test of the guidebook concept. In retrospect, a 5,000 print run quantity would have been sufficient, given the lack of an established sales and distribution network or a comprehensive marketing plan. It would appear that lower cost per unit "savings" considerations outweighed marketing considerations. The result is that more than 50% of the quantity published is still in inventory, and most of this cost burden has been carried since 1985.

* The $6.95 list price introduction for St. Lawrence contributes to the lower average net sales value ($3.64 for this title). The 28.8% price increase to $8.95, introduced in mid-1985, may also have contributed to the dramatic drop in unit sales in 1986 and 1987.

- Two price increases on the Forillon publication in 1985 to $7.95 and $8.95 may also have contributed to a similar dramatic fall-off in sales for this title in 1986 and 1987. It could also be that they don't have enough in inventory to sell.

- The high net sales value per unit for Fundy compared to Waterton ($4.75 vs. $3.80) is significant and is even more significant when the percentage of high discount sales is taken into account:

  - Fundy: 15.3% of Net Sales @ $2.67/unit.
  - Waterton: 4.8% of Net Sales @ $2.37/unit.

This means that a significant percentage of Fundy sales are at a low discount of the list price and sold more directly to consumers at the parks.

- The high first year sales performance of Waterton compared to Fundy is due in large part to its introduction at the beginning of 1986, whereas Fundy was introduced mid-1986. This also explains Fundy's strong second year performance, as the first half of 1986 was still in the first twelve months of its introduction.

The overall sales performance includes sales to the CGPC and Cooperating Associations from Douglas & McIntyre. It should be noted that print costs, royalty fees, distribution costs, inventory costs, financial/administration costs and all fixed overheads must be deducted from these net sales figures in order to compute the profit/loss contributions for the publisher. A conservative estimate of these costs would give the publisher a profit of only 2.5% to 5% on Net Sales, or 1% to 2% on Gross Sales (i.e., $0.09 to $0.18 per book). This profit margin is quite low in comparison to industry averages for series book publishing.

It should also be noted that sales by the CGPC and Cooperating Associations must then be calculated in order to complete the sales cycle for each title. This is examined in the next section.

D. ENGLISH GUIDEBOOKS - CGPC SALES (Refer to Table 1, pg. 34)

As noted earlier and in Table 1, the Canadian Government Publishing Centre orders an allotment of books from each published print run at a 50% discount of list price.
This is according to the contract between Douglas & McIntyre, Environment Canada, and the CGPC in their co-publishing arrangement.

1. Sales Data Components

* In order to understand the relative sales performance of titles "sold" by the CGPC, it is necessary as before, to examine the sales components and discount arrangements as they affect Net Sales:

  - The same discount deals that D & M have, also apply to the CGPC in their sales to agents, bookstores, government departments and agencies (Discounts from 40% to 50% of list price).

- In addition, the CGPC distributes copies of these books free (termed VOTE 5) to a "subscriber" list which includes Members of Parliament, Foreign Governments, Special Administrative and Sales Accounts, Special Government Subscription Agencies.

2. Sales Data Comparisons

* A Table of CGPC Sales Statistics for the English guidebook titles is opposite page 63, Table 5. The key sales data extrapolations and observations are as follows:

3. Conclusions Regarding CGPC English Guidebook Sales

The Forillon publication is clearly the best title for sales performance in all categories for the CGPC, despite experiencing a loss per unit sold of $2.30, before overheads, fixed costs, and variable costs except print cost.

The first two titles (St. Lawrence and Forillon) had the lowest loss ratios while Fundy, Waterton, and Glacier are experiencing consistently higher loss ratios. This is due to the progressively higher ratio of free samples distributed. This situation may explain why it was impossible to obtain samples of each title for this study.

It appears that the CGPC is acting as a clearing house for the distribution of these English publications as information, in the form of parks guidebooks, to government personnel or to designated agencies and institutions.

While this role of distributing free books is played according to Federal Government publishing policy guidelines, and the guidelines are followed diligently, it appears to be an expensive and ineffective method for promoting National Parks with guidebooks.

Inventory control and reporting is adequate, with virtually no inventory shrinkage in over 5 years. However, due to very slow activity in real sales units, the cost of carrying and administering relatively small quantities of different titles must be very high. Storage charges of 10 to 20 cents per book, per month are not uncommon in book fulfillment centres.

E. **FRENCH GUIDEBOOK SALES - CGPC** (refer to Table 2, pg. 36)

The French editions of titles in the guidebook series are published and distributed entirely by the Printing Bureau division of the Canadian Government Publishing Centre. Douglas and McIntyre provides filmwork for each edition to the CGPC Printing Bureau, who arrange translation, typesetting /composition and printing.

The liaison with the Author Department ensures handling of administration and reporting for the French publishing program. This more focused approach has produced better results overall for the French editions at the CGPC than the English.

1. Sales Data Components

- The CGPC adheres strictly to government publishing policy guidelines with respect to copyright, free distribution and publication discounts:

- Discount arrangements are similar to English titles, except that the Publishing Centre and Federal Government Departments receive free or 50% off copies for French editions only.

- The French editions list the price (in Canada and abroad) inside the cover sheet, as well as a clear indication where the books may be obtained.

- The print cost per unit is calculated as 16.6% (1/6th) of list price, which does not take into account the large variations in print run quantities and publication format/design variables.

- Transfers and disposals of books have been done for the two oldest titles; St. Laurent (300 transfers, 1566 disposed); and Forillon (612 disposed). Without having full transfer/disposal details, but with an indication that the disposal occurred before April 1, 1986, we can assume that the CGPC has acted swiftly to reduce associated administrative and carrying costs for these titles.

2. Sales Data Comparisons

A more detailed Table of Sales Statistics (Table 6, pg. 61) is on the next page and similar sales comparisons can be made, as was done for the English editions:

3. Conclusions Regarding French CGPC Guidebook Sales

Again, the French version Forillon publication had the best sales performance, with St. Laurent second best, as was the case with the English CGPC sales. And, as before, the lower ratio on free distribution contributed to the higher net sales value.

While there appears to be similar relative performance by title in comparison to the CGPC English sales, the similarity ends there. The French titles benefit from lower printing costs and better control of free distribution. Inventory control is again near perfect, notwithstanding the disposal of stock of the St. Laurent and Forillon titles.

Obviously, the publishing of a French guidebook on a major National Park in Quebec has satisfied a need in the French market. Forillon's good sales performance, which continues four years after first printing, indicates that French editions can only be profitably sold in Quebec, or close to large French speaking populations (Eastern Ontario, New Brunswick). However, as a general rule, government publications must be published in both official languages.

Overall, except for Forillon, which also benefits from strong sales at the park itself, French sales have been extremely slow on a consistent basis.

The Canadian Government Publishing Centre's publishing and marketing of these French guidebooks has followed government publishing policy guidelines to the letter, and thus fulfilled its role in providing information to the public. It has also managed to perform the complete publishing function, while covering the cost of publications and creating an opportunity to contribute to overheads.

F. COOPERATING ASSOCIATION SALES (refer to Table 3, PG. 37)

* Without historical net sales figures for these books, and without data on visitor traffic volume at these outlets, a sales analysis with forecasts cannot be done. However, these unit sales figures provide an indication of sales volume for guidebooks and other related publications at parks sites.

The following guidebooks are discussed:
1) Fundy - Bay of Giant Tides;
2) Fundy National Park - A Guide;
3) Waterton Lakes National Park; and
4) Forillon.

1. "Fundy - Bay of Giant Tides" is published by The Fundy Guild Inc. (Cooperating Association with Fundy National Park), with the same author as for the Fundy National Park guidebook. The 9" x 12" softcover format is the same as the K.C. Publication U.S. format, although it is 32 pages instead of 48 or 64 pages.

   - Over 75% of the English print run has been sold and over 50% of the French total published has been sold.

   - There are plans to reprint these titles in 1988, in anticipation of continued strong sales.

- If we assume a print cost per unit of $2.00 and a list price of $5.95, we can see that the potential net income, before overheads, for the English title alone is approximately $30,000 (7525 units x $3.95).

The sales performance of the large format "Fundy - Bay of Giant Tides" book at or near the park, directly to visitors, is strong evidence that these types of books can reach a wider audience, while providing information about the area and the parks.

2. "Fundy National Park - A Guide" is the Douglas and McIntyre title which was received and sold at the Fundy park. D & M, in this case only, published and distributed both the English and French editions of the book. This helps to explain why French sales at the park match the quantity distributed free or sold by the CGPC.

    - Actual unit sales to date of English copies of the Fundy guidebook at the park represent 32% of total net sales.

3. "Waterton Lakes National Park" sales in 1987 totalled 351 units, which may represent the bulk of total sales for the book, as there were only 116 total units sold in the first 6 months of 1987.

    - The 9" x 12" Waterton publication which is also similar to the K.C. Publications sold only 181 units in 1987, but it is difficult to gauge this performance without more complete sales data.

(TABLE 4)

U. S. PARKS PUBLICATION SALES DATA (1987)

"STORY BEHIND THE SCENERY" (9 x 12") - K. C. PUBLICATIONS (1)

TITLE *	PRICE (2)		COST (20M)		PRINT RUN QTY (1987)	UNIT SALES	GROSS SALES (3)		INVENTORY BALANCE (12/31/87)
	U. S.	CDN.	U. S.	CDN.			U. S.	CDN.	
1. Acadia	$4.50	$5.75	$0.85	$1.10	60000	11366	$51,146	$65,467	56923
2. Yellowstone	$4.50	$5.75	$0.85	$1.10	75000	21043	$94,696	$121,211	58435
3. Mount Rainier	$4.50	$5.75	$0.85	$1.10	N/A	12298	$55,342	$70,838	40690
4. Sequoia - Kings Canyon	$4.50	$5.75	$0.85	$1.10	75000	24648	$110,917	$141,974	54247
5. Rocky Mountain	$4.50	$5.75	$0.85	$1.10	30000	9267	$41,702	$53,379	29150
National Park Service (Illustrated History)	$9.75	$12.50	- -	- -	28000	13585	$149,127	$190,883	14008
National Park Calendar	$5.95	$7.60	- -	- -	25000	28597	$164,987	$211,183	0

* Title # 1- 5 out of 41 total titles in series

(1) Source: K.C. Publications, Las Vegas Nevada

(2) $1.00 U.S. x 1.28 Exchange = Canadian $ figures

(3) 1987 only

4. Forillon sales at the park were a sell-out of the quantity received, which re-emphasizes the strength of the book itself. This publication has a more colourful and strong visual appeal than other books in the series.

G. U.S. GUIDEBOOK SALES (refer to Table 4, opposite)

1. Overview

This section provides an assessment of the sales performance of the U.S. National Parks book series published by K.C. Publications. The sales data summarized in Table 4 was obtained from the following sources:

- K.C. Publications Inc. - Book and calendar samples were obtained by using their direct mail order form. In addition to books ordered and promotional information, the mail package received included:
  - Publishing and sales figures, print and distribution data, dealer order forms, as well as key direct mail data (Maryellen Bailey - Publishing Administrator).
  - Overview information on organization and administration. (K.C. DenDooven - Publisher).
- U.S. National Parks Service - Overview information on Cooperating Associations and copyrights (Roy Graybill- U.S. Parks Service).

The data requested was provided in a concise and professional manner, and it concentrates on five of the 41 publications in the series. These titles appear most closely related geographically to titles in the Canadian

parks guidebook series. In addition, sales data was provided for the U.S. National Parks Service History publication and 1988 National Parks Calendar. All data relates to 1987 sales.

A discussion of print, distribution, promotion, and direct mail factors in the series, follows the analysis of sales figures.

2. Sales Data Comparison

The original objective in examining U.S. sales data was to extract similar data, as in the Canadian series, in order to make comparisons between the American and Canadian markets. This can be done only to a limited extent, as comprehensive historical sales data and information on retail outlet volumes was not obtained. Obtaining this type of detailed information requires an extensive, long term research effort, as is the case in the Canadian market. Comparisons between individual U.S. titles are not as important in this section as the total sales picture.

The overall 1987 sales performance of representative U.S. guidebooks and related products is examined as follows:

* For continuity and comparative purposes, the focus is on the Acadia and Rocky Mountain titles. (These two appear to be most closely related to the Fundy and Waterton titles).

* Print cost per unit for all titles is based on the initial press run for a 48 page book of 20,000. This cost per unit is set at $0.85 U.S. ($1.05 Cdn. @ 1.23 exchange rate). Both Acadia and Rocky Mountain are 48

FIGURE 3.3

A CANADIAN SALES PROJECTION BASED ON U.S. RESULTS

	Acadia (U.S)	Fundy
Print Run	60,000	10,000
1YR Sales Units	12,000	2,000
Unit Cost	$1.00	$1.00
1YR Gross Sales	$71,400	$11,900
Net Sales	$57,100	$11,900
Sales/Unit	$4.75	$5.95
Profit/Loss/Unit	$3.75	$4.95
Contribution	$45,000	$9,900

Assumes 20% dealer discounts for Acadia sales and no dealer discounts for Fundy (all sales by Fundy Guild Inc.) Also Fundy print cost assumes a combinaion run with a 20,000 plus U.S. print run.

combination

page books. (Yellowstone - 48 page, Sequoia - 64 page, Mt Rainier - 48 page).

- Sales dollar figures stated for the 5 books are gross sales. The average unit sales value is $4.50 U.S. Net sales values, i.e., after discount values were not provided. The History Book has an average unit sales value of $10.98, reflecting the mix of sales for hard cover editions at $17.50 each. The Calendar unit sales value is $5.77.

- Dealer discounts are as follows:

  - Softcover books: Quantities of 12 to 100 are: 40%
  - Hardcover books: Quantities of 8 or more : 40%

  K.C. Publications in its dealer form, claims that it adds 6 to 8 new titles each year. In 1986, they added 6 new Parks titles, including Rocky Mountain. They hold new prices in effect for 3 years.

- Depending on the title, new print runs are ordered when inventory levels descend to 4000 - 8000 copies. Assuming consistent current sales levels for Acadia (fourth printing 1987) and Rocky Mountain (second printing 1987) of 10 - 12,000 units per year, K.C. Publications had at 1987 year-end a 5 year supply for Acadia and a 3 year supply for Rocky Mountain. The lower supply for Rocky Mountain shows caution when publishing a newer title, with less sales history.

- A baseline comparison of sales of K.C.'s Acadia and the 9 x 12" Fundy - Bay of Giant Tides book provides a projected forecast with appropriate print runs and subsequent sales (In Canadian dollars @ $5.95 list price per unit) as shown in Figure 3.3 on the previous page.

Figure 3 assumes 20% dealer discounts for Acadia sales and no dealer discounts for Fundy (all sales by Fundy Guild Inc.) Also the Fundy print cost assumes a combination run with a 20,000 plus U.S. print run.

3. Printing and Distribution Data

- Printing of K.C. Publications is done in Seoul, South Korea on Web presses for large print runs and sheet-fed presses for smaller runs. Layout and design is done in-house at K.C. Publications in Las Vegas, Nevada, and the colour separations and final filmwork is done in Korea.

- K.C. Publication Inc. holds the copyright for all titles and applies for Library of Congress and ISBN catalogue numbers.

- The initial print run for a 48 page book is 20,000. Reprint runs are based on sales volume for a 3 year supply, but larger books require a smaller print run.

- Distribution is on demand from Parks Cooperating Associations and dealers. In peak season, some of the larger, high traffic park areas order in pallet loads of 3,000 to 4,500 books. The Dealer Order Form which K.C. distributes is used for frequent re-order of books.

- All shipping, order payment processing, inventory control, clerical and accounting functions are done in-house. K.C. Publications has a 10,000 square foot warehouse with storage capacity for 1.5 million books.

4. Direct Mail and Promotion Data

The K.C. Publications mailing list has a file size of approximately 8,400 which includes:

7,000	Individuals
1,000	Dealers
300	Book Club Member
100	Schools and Libraries

* Dealers are shipped books on demand. Individuals, Book Club members, and schools and libraries have ordered at least one book, and most are multiple orders.

* The mailing list is not sold or rented to outside list/file buyers or brokers. This is due to the very small file size by U.S. standards. Generally, in Canada, a mailing list must have at least 10,000 names in order to be rented profitably.

* Each book contains a bind-in envelope/order form for repeat orders from customers. K.C.'s promotional efforts are through existing channels:

  - All orders by mail contain package inserts and order forms, promoting the series.

  - The Calendar has pages within its format promoting the various publications available.

  - Dealer Order Forms are included with every dealer order.

- The primary retail outlets are U.S. Parks Associations and concessioners at parks sites. Point-of-purchase book stand displays and display material is provided for visitor contact points.

5. U.S. Sales Summary

To test K.C. Publications mail order system, an order for 5 books and a calendar was mailed using the BRE envelope provided and was charged to Mastercard as payment method.

Order mailed: February 17 (To K.C. from Montreal)

Acknowledgement of order: March 17 (Card received from K.C)

Order Sent: March 07 (Parcel post @ $5.45 U.S. from K.C.)

Order received: March 22 (Received 34 days after order sent)

6. Conclusions Regarding the U.S. Series

The mail order test package was received from K.C. in perfect condition and contained a additional order form, their Book Club offer, a 4-colour promotional flyer, and a marketing questionnaire with a free calendar offer. This information and the timely delivery indicates an efficient and productive mail order system.

- In conversation with K.C. DenDooven and in an interview with Roy Graybill of the U.S. Parks Service, the overall "Story Behind the Scenery" book series concept was discussed:

  - Mr. DenDooven's approach is to do basic research on appropriate National Parks as subjects for a new book, line up contacts at the Park and sell the concept, and then to arrange mutually satisfactory deals for publication and distribution with the appropriate Parks Associations.

  - K.C. Publications operates independently of the U.S. Parks Service and works directly with the individual parks coordinator and the non-profit Cooperating Associations for each park. The U.S. Parks Service relationship is at arm's length or as a third party observer.

Mr. Graybill indicated that the U.S. Parks Service is well aware of and familiar with the K.C. Publications products, is pleased with the product and finds Mr. DenDooven good to work with. He described the publications as very popular with visitors, had a good satisfaction level, perceived as dual purpose books (as a souvenir and as an informative guide), had good value for the money, and had great pictures. He felt that it was a good program, had no problems and was generally pleased with the response generated by the books.

U.S. sales are high, and the "Story behind the Scenery" is a strong product. The centralized distribution provides good management control and efficient response to sales efforts.

H. SUMMARY AND OBSERVATIONS (ALL SALES DATA)

This section summarizes all key sales information for all sections by examining total sales and publishing figures.

1. English Guidebook sales: 5 titles published in 5 years from 1983 to 1987

    - Total quantity published: 26,500
    - Total units sold or distributed: 14,000 (Including-Glacier)
    - Total net sales: $56,600
    - Average net sales per unit: $4.04
    - Percentage sold vs. total published: 52.8%

    While sales from the Glacier Country publication (published 1987) have yet to have any impact, and the guidebooks are still selling month to month, overall sales have stalled and almost 50% of all books published remain unsold in inventory.

2. French Guidebook sales: 4 titles published in 4 years from 1983 to 1986

    - Total quantity published: 6,070
    - Total units sold or distributed: 2,800
    - Total net sales: $10,700
    - Average net sales per unit: $3.82
    - Percentage sold vs total published: 46.1%

SALES STATISTICS - CANADIAN GOVERNMENT PUBLISHING CENTRE

(Table 5)

(ENGLISH TITLES)

TITLE	UNIT SALES * FY 87	FY 88	HTD	VOTE 5 ** UNITS	VOTE 5 % OF RECEIPT	TOTAL UNITS	NET SALES	SALES VALUE/UNIT	+ / - PER UNIT
1. St. Lawrence	4	9	48	376	53.7%	424	$325	$0.77	-$2.71
2. Forillon	33	26	166	394	68.5%	560	$1,224	$2.18	-$2.30
3. Fundy	4	1	6	495	70.7%	501	$57	$0.11	-$4.37
4. Waterton	11	2	13	359	84.5%	372	$118	$0.32	-$4.15
5. Glacier	- -	- -	- -			383	$63	$0.16	-$4.31

* FY 88 = Fiscal Year ending in 1988 - Period April 1987 - March 1988
FY 87 = Fiscal Year ending in 1987 - Period April 1986 - March 1987
HTD = History to Date cumulative figures.

** Vote 5 = Free sales / No sales revenue.

Disposal and transfers of almost 2,500 total copies of the Iles St. Laurent and Forillon titles must be taken into account to compute the percentage of books remaining in inventory. When this quantity is factored in, only 12.5% of the total books published remain unsold, with the Forillon title on order for a reprint of 1,500 copies.

3. English guidebook sales by CGPC: 4 titles in 5 years from 1983 to 1987 (Glacier not included)

   - Total quantity received: 2,400
   - Total units sold/distributed: 1,860
   - Total net sales: $1,790
   - Average net sales per unit: $0.96
   - Percentage distributed vs. total received: 77.5%

   While 22.5% of the total received remains in inventory, it must be noted that 87.5% of total quantity sold were distributed free.

   Cooperating Association sales as noted in Table 3 are steady with no apparent inventory problems (e.g., Fundy - Bay of Giant Tides is going into reprint in 1988) Forillon sold out at the park in 1987 and Fundy sold more copies at the park than anywhere else.

   U.S. "Story Behind the Scenery" books are experiencing consistently strong sales growth, with the addition of 6 new titles yearly. The 1988 National Parks Calendar sold out with gross sales of $165,000 U.S. The National Park Service history book sold 50% of the quantity published in the first year with $150,000 U.S. in sales. These last two "Special" one-shot products combined provided sales of approximately $300,000 Canadian in 1987 alone.

SALES STATISTICS - CANADIAN GOVERNMENT PUBLISHING CENTRE

(Table 6)

(FRENCH TITLES)

TITLE	UNIT SALES *			VOTE 5 (1)	VOTE 5 % OF RECEIPT	TOTAL UNITS	NET SALES	SALES VALUE/UNIT	+ / - PER UNIT
	FY 87	FY 88	HTD	UNITS					
1. Iles St. Laurent	41	43	226	178	7.5%	404	$985	$2.44	+$1.28
2. Forillon *	556	225	1875	148	5.5%	2023	$9449	$4.67	+$3.18
3. Fundy	13	32	45	162	24.0%	207	$219	$1.06	-$0.43
4. Waterton	7	20	27	138	46.0%	165	$102	$0.62	-$0.87

(1) Vote 5 = Free samples distributed

* Forillon - Out of stock 12/87 - Qty: 1500 on order

We have concluded that the U.S. approach overall is more effective than the Canadian program because of more centralized control and distribution.

IV. EXECUTIVE INTERVIEWS

IV. EXECUTIVE INTERVIEWS

A. OVERVIEW OF OBJECTIVES AND APPROACH

1. Study Objectives and Approach

The Executive interview section was designed to provide valuable data and information based on these individuals' knowledge and experience of book products and markets. The field data obtained represents a test of business attitudes regarding the scope and concept of the guidebook series and alternative publishing options.

The approach which we followed in obtaining this data included the following activities:

- We developed an introductory business letter and executive survey questionnaire and sent the questionnaire package to all interview participants. The purpose of this fundamental research objective was to compile consistent and cohesive field data covering the publishing and marketing issues.

- Personal and telephone appointments were arranged for the executive interviews to expand on survey responses and to solicit design recommendations and marketing and distribution preferences for different product options.

- Interviews were conducted within an agreed format and relevant comments on market size and the demand for current and revised guidebooks, and for new guidebook series products were compiled.

- Marketing strategies were identified within existing retail and distribution channels, and suggestions for potential improvements and opportunities for alterative publishing, distribution and control were obtained.

- Executive survey responses were compiled and analyzed.

This approach allowed a solid base of uniform data to be constructed and created an atmosphere of continuity throughout the interview process. It also yielded a 100% response to the questionnaire survey. These tabulated response results are in Appendix VI.

2. Report Structure and Background

This section presents the interview results divided into Executive Groups in the following order:

Executive Group	Number of Individuals
Parks Representative	5
Bookstore Representative	7
Publishing Representative	3
Marketing Executive	5

The names of individual and organizations were provided to us by the Canadian Parks Service. The optional executives (Marketing) were selected by the consultants and were approved by the client.

For each group, the responses are analyzed within the following format:

1. Background on the executives
2. Response to the Canadian Guidebook series
3. Response to the U.S. Parks book series
4. Response to Publishing/Marketing Options

A summary list of all executives, with complete addresses and phone numbers, is included at the end of the Tabulated Survey Results in Appendix VI[1]. Out of the twenty executives, seventeen were contacted and interviewed. The remaining three, who could not be reached but had their surveys completed by another individual, are as follows:

Original Contact	Organization	Secondary Contact(s)
Dorothy Lewenstein	Elk Island N.P.	Jean Burgess
Jim Hamilton	Atlantic Historic Properties	Blake Maybank
Marcel Turgeon	Librairie Garneau	Daniel Hinse/ R. Saillant

Unfortunately, surveys from the three individuals above were received at such a late date, and with such restricted contact preferences, that they could not be contacted for this report. However, their surveys were fully completed and their responses are included in both the results report and the report which follows.

---

[1] All optional contacts selected by the consultants agreed to having this information provided. The other contacts are current or potential players in the guidebook marketing and could or should be involved in additional research regarding the guidebooks. No information on the interviews is linked to any individual. The conditions are consistent with Section 1.6 of the PMRS Rules of Conduct and Practices. Any follow-up research should be consistent with these rules.

Personal interviews were conducted with the following individuals:

Peggy Hewson	- Director of Marketing, Program Management Directorate, Environment Canada Parks. Hull Quebec.
Jock Mullin	- Data Processing Manager, McIntyre and Dodd Marketing Inc., Laval Quebec. Mr. Mullin has extensive experience in the development of distribution, inventory control, and fulfillment systems for major U.S. book distributors.
Bruce Ransom	- President, The Source Inc., Pierrefonds, Quebec. Mr. Ransom directs a full service printing agency, which provides complete print programs for direct marketing clients and major Canadian printers.

The balance of the interviews were telephone discussions, and in a few instances, more than one discussion was held. In addition, as mentioned in the U.S. Sales data analysis, conversations were held with K.C. DenDooven and Maryellen Bailey of K.C. Publications and with Ray Graybill of the U.S. Park Service to review the U.S. Parks book program.

For each group, the individuals will be introduced at the beginning of each section.

B. PARKS EXECUTIVE RESPONSE

1. Executive Background

Lea Martell- Associate, Friends of Point Pelee National Park (Ont.) - Cooperating Association

Rene Aucoin - Cape Breton Highlands National Park (N.S.)

Jean Burgess - Associate, Friends of Elk Island National Park (Alta.) - Cooperating Association

Blake Maybank - Atlantic Region Office, Historic Properties (N.S.)

Peggy Hewson - Marketing Director, Environment Canada Parks

2. Responses to Canadian Guidebook Series

- Parks respondents rated the design as average, the information content as excellent, photo content as average and the packaging format as good[2]. The value for the money question got mixed reviews with 2 out of 5 rating it poorly, 2 out of 5 good to excellent, and one with the response: "Value for the money depends on what the buyer is looking for." Overall quality also elicited mixed response with 2 of 5 rating it fair, 2 of 5 good and one non-committal.

---

[2] These ratings are subjective interpretations based on the questionnaire responses and the subsequent interview. The small numbers involved do not permit more precision.

* All individuals indicated that they would like the Canadian guidebook improved to enhance its marketability. Some comments on how it could be improved and some direct quotations include:

"Less text, more photos."

"More colourful, larger format."

"Reduce production costs so retail price is lower."

"Books in the $5 - $6 range work out better."

"Improve design, greatly improve photos, reduce price, improve quality."

"Much more open space - less text jammed in."

"Make it more available to all visitors."

"People want a quality souvenir item, as well as an information guide."

* Some more specific and detailed responses expanded on the comments above and dealt with the difficulty in making comparisons between the Canadian and U.S. books. It was felt that the purpose of the books needed to be clarified: as a guidebook, the Canadian version was viewed as having more helpful information and is in a more convenient travel size.

* As a guidebook, some specific improvements mentioned were:

- Less text on the history, more on what's in the park and how to use it.

- Some description of the resource - why it's a park in the first place.

  - National park symbols at the beginning of text for each trail will give immediate overview of potential.

* On whether a Canadian adaption of the U.S. format would improve the marketability the answers were not conclusive:

> "The U.S. format would appeal more to tourists, the majority at parks sites, while the Canadian format appeals to the hikers and climbers, the minority."
>
> "The larger format is for tourists, who are sold on the souvenir idea."
>
> "All parks could easily be adapted to this format (U.S.) and the pictures are used to pique the interest of the visitor."
>
> "(U.S. adaptation - Yes) if you were developing a souvenir piece, rather than a guidebook. As a souvenir book, the large format, larger photos, slim text is better - harder to carry, but prettier to look at and show."
>
> "Yes, but the major weakness of the U.S. format is in the text, which is too casual, with too much 'gee whiz' hyperbole"

Park representatives agree, as did focus group participants, that as a true "guidebook" the Canadian books are winners. But they also agree that a large format, softcover Canadian book would be a great souvenir, popular with parks visitors and tourists, and easily adapted to Canadian parks. There was also consensus that the two formats are distinctly different books and appeal to two markets, i.e., The current Canadian format is a guidebook for parks enthusiasts and the U.S. format is a souvenir for tourists.

3. Response to U.S. Parks Books

The parks executives gave very high marks to the photo content and to the design and overall value for money of the U.S. book. The response to the packaging format was also positive. The only "average" rating was of the information content.

* Some specific comments on the ratings of the U.S. book's characteristics were:

> "As a souvenir book, the U.S. product is better looking but doesn't have as much information on how to use the park."
>
> "Value for money depends on what the buyer is looking for or thinks the product is about."
>
> "This type of book is more accessible to all and a similar format could be used at the park."

Parks personnel liked the U.S. publication and thought it would be more accessible to parks visitors but agreed that it needed more factual information to make it more useful. As indicated in the previous section, parks people agreed that the U.S. format is souvenir oriented and not a bonafide guidebook.

4. Response to Publishing/Marketing Options

* Asked how interested the buying public would be in suggested publishing topics, all Parks Executives agreed that people would be very interested in Canadian scenic area books and wildlife books. To a lesser extent, historical heritage books would create some interest and native culture books were rated as not holding much interest. Books on flowers, geology, and field guides

for specific regions were mentioned as other potential topics of interest.

- For the potential interest of the buying public in suggested publishing products, the ratings were high for calendars and posters. Parks executives felt that a guidebook based on the U.S. format would be the most successful of the alternative products discussed.

- Other potential related products mentioned included: Parks Handbooks for all parks, illustrated parks diaries, National Park Agendas, bookmarks (of high quality), and postcards.

- None of this group had received promotional material or sales contacts about the Guidebooks in the last year.

- Asked about the effectiveness of different types of marketing initiatives to help sell Canadian guidebooks. The executives felt personal sales would be most effective followed closely by direct mail. The least support was for telephone sales.

- Other types of marketing support mentioned were: quality promotional material on several parks, book fair promotions, static displays, radio spot promotions, and writers' workshop promotions.

These findings confirm Park Executive's preference for personal sales contacts and support was indicated for direct mail promotions, as long as they were properly targetted with a quality mailing package.

* Two out of five parks executives had sold travel related guidebooks to the public in the past year, two had not, and one did not answer. Those that did sell books, sold them over the counter and used in-store displays and discounted guide material to help promote the books. Other suggested sales outlets and methods described are as follows:

- by mail to libraries and schools;
- sales to bird clubs, Natural History Clubs, hiker gatherings;
- to bookstores, department stores, craft shops; and
- by using press releases, letters, order form mailings, radio spots, reviews in magazines, and marketing letters to hit retailers' fall and spring lists.

* Identified uses of the guidebooks were consistent for all respondents in this group and are summarized as follows:

- All agreed that parks books are very important as souvenirs, except one who noted that "guidebooks" are not souvenirs. Interpretive tours and guides to wildlife were important uses but apparel recommendations were ranked low.

- There was a split decision on the usefulness of the restaurant/lodging recommendations, half thought these were important, the other did not.

- The other guidebook applications which were suggested and which were are all specifically information and education oriented, received consistently important to very important rankings.

- Other important uses mentioned were:

> "(to find out) places to go cross-country skiing."
>
> "hours required to hike and ski"

Parallel with the focus group response, Parks Executives recognize the need for souvenirs, but strongly demanded more up to date, factual, concise and useful information in the books, such as park regulations, more maps, better illustrative pictures, vacation planning tips, and parks tour guides.

Price level opinions regarding the guidebooks and other publishing options did not vary substantially. Four individuals answered this question: in only one instance the price level exceeded $11.99 (for the 96 page book) and there were a few indications that a 96 page book could sell for more that $8.99. Otherwise, responses were evenly split for all other products between "less than $6" and "$6 to $8.99".

The Park Executives feel that there would be resistance from the buying public to high-priced publishing products for parks. Low or moderately priced products in the $3 to $8 range are acceptable for this market and would be preferred by parks visitors. Some quoted examples in support of this conclusion were:

> "We sell alot of books and booklets at low dollar prices ... the $5 - $6 range works out best"
>
> "A softcover 5" x 7" format book on Canada's National Parks sells well for under $6"
>
> "A fact based booklet sells for $3 - $4 but not more"

> "it's a three month season, so souvenir items (like the U.S. book) might sell in the 400 to 500 unit range for a season at a park in Canada"

> " .. one book, like the U.S. book but larger, called 'World of Beauty - Canada's National Parks', sold 20 copies at $19.95, then the publisher reduced it to $6.95 and we sold 2000"

* The effectiveness of different marketing options and distribution channels for the existing Canadian Parks Service guidebook series was generally rated as follows (one person did not answer)

On-site at the park was seen as the most effective by far. Other possibly effective outlets were the parks area, airports, Via Rail and trainstations. Other outlets such as travel agencies, the Tourism Canada network bookstores and direct mail were generally seen as being the least likely to produce results. Other options and channels mentioned were: local retail stores, provincial museums, sporting goods and outfitter stores.

There is strong support for the marketing and distribution of the current guidebooks at National Parks sites. Retail bookstores, except for bookstores and information centres at parks, were not considered very effective. There was little support for direct mail marketing because their experiences with it were generally poor, although there was agreement that mailings must be done to very specific groups to be effective. There is very little enthusiasm for prime airports, the VIA Rail network, or prime trainstations due to a perception that there would be no quality control or proper management. There is some support for the Tourism Canada network and travel agency channels, but people were skeptical about the dedication of these organizations to promoting the books and parks.

- * Point-of-purchase promotions and displays for the current Canadian guidebooks got two yes votes, two no's and one no reply. Some comments were:

  > "(no) I still believe the price of these publications is prohibitive ... you can charge $6 maximum at the gate"
  >
  > "(no) it's hard to promote a product of bland visual quality that's over-priced"
  >
  > "(yes) these books should be promoted to take advantage of the park's ambiance..."

- * All agreed that point-of-purchase promotions and displays would work well to promote a Canadian series based on the larger U.S. softcover format. Some comments were:

  > "... but only as a souvenir and not just for the park being visited at that time"
  >
  > "... the product has high visual appeal"
  >
  > "... in a tourism area, the U.S. format would far outsell the Canadian format because above all tourists are looking for a souvenir"

- * The use of corporate sponsorship in the marketing of Canadian Parks Service publications was viewed with caution by everyone, but no one rejected the idea, provided it was approached carefully. There was a qualified "yes", a qualified "no", and three were open to suggestion. Some comments were:

  > "should be explored and guidelines established"
  >
  > "only if directly related to parks and conservation"
  >
  > "Corporations would have to be sensitively chosen, and their involvement should be indicated tastefully and conservatively"

- Rankings of publications for advertising the current or new guidebooks were provided by four individuals, with one no reply. Only four of the magazines were not familiar to two individuals. Magazines that ranked consistently as not very useful were:

  Fly Fisherman
  Outdoor Canada
  Maclean's
  Enroute
  CAA Touring and Travel

  The rest were described in a few cases as somewhat useful and in most cases as very useful. The "Park News" publication was mentioned by four out of five as another useful advertising vehicle. The five top ranked publications were:

  Canadian Geographic
  Equinox
  Outdoor Life Book Club
  Canadian Heritage
  Backpacker Camping

  Parks executives feel comfortable with increased advertising in the magazines mentioned above and they feel that such advertising could be linked to ongoing Parks Service advertising in other media.

  It is important that the parks book publications are promoted in a series concept to retain or develop focus on Canada's National Parks, for a national perspective. As one Park Executive said: "a rigorous, upbeat marketing strategy needs to function as a front runner for publications as they come off the press, and never let up".

The public's desire for information, after awareness of National Parks is created, is recognized consistently as a strong need. This need, combined with the desire for the very best quality in materials and presentation, has sent mixed signals to parks personnel. At first, these signals don't add up to clear preferences for one format over the other. The format comparisons of "guidebook" versus "souvenir" and compact "bound" versus "large softcover", and "solid information" content versus "strong visual appeal" are not incompatible. The two publications best serve two different markets through different channels, and each one could support the other in a dynamic and mutually beneficial way. The development of a marketing plan to test the two concepts in test markets designed to test distribution channels and prices should be considered by the Canadian Parks Service.

C. BOOKSTORE EXECUTIVES

1. Executive Introductions

Don Mozersky - Manager, Prospero Books, Ottawa, Ont.

Franc Roiron - Manager, Brennan's Bookstore, Ottawa, Ont.

Anne Garner - Marketing Rep., Classic's Books, Toronto, Ont.

Barbara Allan - Manager, Printed Passage Bookstore, Kingston, Ont.

Dawne Kepron - Manager, Mary Scorer Books, Winnipeg, Man.

R. Saillant - Sales Rep. Librairie Garneau, Quebec, Que.

2. Response to Canadian Guidebook Series

Bookstore executives rated the books as an 8 out of 10 and felt they were very good in terms of overall quality and on all characteristics except photograph content, which was considered fair to average. Value for money and information content were rated as very good to excellent. Some direct quotations on the guidebooks:

> "it's more of a book and better for bookstores"
>
> "it's a good book for vacation planning before a trip"
>
> "I showed the books around and the consensus was that both book formats could work in bookstores"

* Six out of seven executives said "yes", the Canadian guidebook could be revised or improved. In general, they preferred the Canadian guidebook format for bookstore sales, and one said that the U.S. format would be unsalable in bookstores because there was no spine on the book, making it difficult to stock. Some comments on suggested improvements were:

> "change the (Canadian book) format to fit in a back pocket and maybe reinforce the binding to make it more durable"
>
> "Liven-up photos, expand format and type size"
>
> "other than better photos, which cost a lot more in the U.S. book, the Canadian guidebook is very good"
>
> "make it a different size ... more compact, with more colour photos and a quarter less text"
>
> "we'd place this book in the Travel or Nature Section"

- 5 out of 7 people said "no" to a Canadian adaptation of the U.S. format to improve marketability. The 2 "yes" people said the magazine format is generally more accessible and less threatening than the guidebook format. They said this type size appeals to very young and very old audiences. Some who said "no", found it to be a difficult choice and saw a need for both types of book.

3. Response to U.S. Parks Book Series

Bookstore executives felt that the U.S. series was excellent in terms of value for money, they also gave very high ratings for the photo content and average ratings for the packaging format and for the overall ratings. Ratings of the design and information content were generally "average".

Direct quotations about the U.S. book characteristics:

> "it's a very marketable picture book"
>
> "it's a good souvenir for after a visit to the park ... the large format is ideal for a cardboard display presentation"
>
> "the size of this book, and because it's a picture book, make it O. K. for rack displays"

Bookstore personnel think they could sell alot of the U.S. format books but only if it were properly displayed and there was enough floor space in the stores. There is agreement that it has very good value for the money, but there are storage problems for stores with this format because it is not like most other books in stock, which have full-bound spines for bookshelf display. They were also concerned with a returns problem because they would have to buy lots of 25 or 50.

4. Response to Publishing/Marketing Options

- As with Parks personnel, this group thought the buying public would be most interested in Canadian Scenic areas books and wildlife books. And again, other topics for books mentioned were tree/flower/bird guides, geological guides, and picture books for local and regional areas.

- All except one agreed that the buying public would be very interested in a large format softcover parks books series. The calendar was also rated highly as a saleable product, while the poster and history book got mixed reviews:

  > "people would like the large format but it's a different market entirely ... not normally for the experienced parks visitors"
  >
  > "only a very high quality poster will sell for us ... we sell alot of Bateman prints at around $15 to $20"
  >
  > "there's room for both kinds of book in the market ... two book formats, two markets"

- Three out of seven stores had received promotional material and sales contacts about the guidebook. These three had dealings with Douglas and McIntyre, and received the publisher's book listing in the mail. The books were sold to them through the publisher's sales agent and two said they got the Douglas & McIntyre sales catalogue and a visit twice a year. One thought the quality and consistency of material and contacts was poor and the other two felt it was satisfactory.

- All bookstore executives described in person sales contacts as "very effective" for sales support with direct mail ranked as somewhat to very effective. They said that independent agents showing the books, even twice a year, had a strong impact. Two indicated that direct mail, followed up by a phone contact, also proved to be an effective sales support method for the books.

* All bookstores have sold travel related guidebooks in the past year. In all cases, the books are sold over the counter, and in one case there is a small percentage of mail order sales. The books are stocked in the Travel, Nature, or History sections of the stores. There is little promotional effort except for occasional in store sales or bookmark premiums. Most felt that promotion of these books was entirely up to the publisher.

* All except one responds to customer guidebook purchase inquiries, which are most frequently over-the-counter and in person contacts with some telephone inquiries. There were no mail inquiries about guidebook purchases.

* Most bookstores were familiar with the guidebooks or had heard of them, with "St. Lawrence Island" and "Waterton" mentioned most frequently. But there was no perception that the books were a series, the books were recognized as solo efforts, and there was little awareness of Canadian Parks Service collaboration before this study. Overall, the promotion effort on behalf of the guidebooks is weak both from the publisher and the bookstores themselves. Promotion in bookstores is done at the most basic level, with no evidence of innovative or original marketing efforts. These bookstore executives have little time or budget allocations to actively promote specific publications.

- Based on market demand for similar products, bookstores said the most important uses for guidebooks were as guides to wildlife and flowers, and also for factual park information as described in Question #7 (of the questionnaire, Appendix VI). These perceptions of reasons for the purchase of guidebooks are consistent with parks executive observations.

- Retail price level rankings for the various publishing options were higher for bookstore executives than parks personnel, indicating less resistance to price increases. This is not surprising because the retail store market makes its money on mark-ups. A buyer in a store is more willing to spend money on books than a parks visitor, who didn't go to the park to buy a book.

- Parks sites and bookstores were the most highly ranked distribution channels for existing parks guidebooks by this group. Sports outfitter stores were again mentioned as other good channels.

- Point-of-purchase displays got 3 "yes" and 4 "no" responses for effective promotion of the current guidebook series. Some comments:

  > "(yes) would be effective with an attractive publisher's display package"
  >
  > "(no) if the book's in stock, P.O.P's are redundant"
  >
  > "(no) in a bookstore, counter space is at a premium ... we only put up displays for books we've committed to and we would,'t buy more than 5 of these"

- Point-of-purchase promotions for a Canadian series with the large softcover format also got 3 yes and 4 no responses:

  "(yes) only if it's promoted as a souvenir book"

  "(yes) with a poster, a gift pack, and a display box, it's always effective... especially a seasonal product"

  "(no) they don't work for me ... most don't"

- Corporate sponsorship of Canadian Parks Service publications got 3 "no" responses and 4 "yes" responses, indicating somewhat less resistance to the idea than park executives.

  "sponsors with ads tied in to the park-like camping gear or vans - yes, beer and cigarette ads - no"

  "(no)... independent publishers are struggling for their own survival"

Bookstore executives are open to new and innovative promotion ideas to support book sales, as long as the publisher, advertiser or someone else pays for it.

- Publications perceived as the most useful for advertising these guidebooks were:

  Equinox
  Harrowsmith
  Canadian Geographic
  Outdoor Canada
  CAA Touring and Travel

Least useful publications were:

Fly Fisherman
Maclean's
Nature Books

The other publications were regarded as somewhat useful, or very useful for advertising the current or potential new guidebook series.

* Some final comments and quotes from bookstore executives to describe overall reactions to the two book formats are as follows:

> "The current Canadian Parks books should be given a higher profile in bookstores and should take advantage of their strong regional aspect and appeal ... the books should also be more series oriented."
>
> "The Canadian guidebook didn't look like a government publication until I opened it, and then it looked like a Statistics Canada book. And then the U.S. book looked like a government book and then ... wow ! ... a quality, irresistible winner."
>
> "We feel the market is saturated with these types of publications and it is not appropriate for government agencies to enter the publishing field. There are already enough private enterprise publishers to handle the market ... maybe the smaller parks could use this government publication approach."

D. PUBLISHING EXECUTIVES RESPONSE

1. Executive Introductions

Brent Starling - Oxford University Press, Toronto, Ont.
Anne-Marie Todkill - McClelland & Stewart, Ottawa, Ont.
Glen Mennie - Douglas and McIntyre, Vancouver, B.C.

Due to the fact that one of these individuals and companies published the books in the Canadian guidebook series and because there are only three people in this group, this section will focus on their key observations. Ratings will be discussed where there is significant agreement or disagreement.

2. Response to Canadian Guidebook Series

* The guidebooks were viewed as good publishing products, but the text was too close together and could use a bolder, clearer typeface. Key observations on quality characteristics:

> "very good information content ... and portable"
>
> "aims for the intelligent, concerned parks user who's into nature, outdoors, camping...it's not a souvenir for the average consumer"

* These executives felt that the value for the money was excellent.

* For revisions and improvements to enhance the marketability, suggestions from two individuals:

> "needs better page headers...it's not a user-friendly book ... but it doesn't need to be reset completely... only balance its usefulness with more colourful appeal"
>
> "it's a good series - but needs better photos"
>
> "improve it with some extremely difficult editing to improve the "white space" between sections (dropping section possibly) or a larger format to increase white space in the text"

It was felt that adding or dropping book signature sections was technically possible in order to repeatedly update or revise the books; but the editorial decisions on what content to drop would be difficult.

No one in this group expressed any interest in a Canadian adaptation of the U.S. book format because the guidebook had better information, a better layout, and was more accessible for data.

3. Response to U.S. Parks Book Series

Publisher response to the U.S. book was qualified by their definition of its purpose and market. Their quotation are as follows:

> "it's not for campers, looks like a magazine ... going for a tourist, commercial market ... looks like P.R. from a large corporation."
>
> "it is a picture book - not a guidebook - could be a souvenir item brought by parents for their kids"

Publishing representatives liked the book's design, thought the photo content was excellent and thought it had good value for the money. But it was felt that the information content was average and so was the format.

These publishers' preferred the Canadian guidebook format, primarily because it is a book format and is more appropriate for Parks Canada. They didn't seen to like the more commercial aspects of the U.S. publication, probably because it's not something they would publish.

4. Response to Marketing/Publishing Options

According to this group the only publishing topic that the buying public would be very interested in was Wildlife books - especially for kids. Another topic mentioned was a publication on where and how to camp for each province-including activities and suggestions for campsites. One executive said that the Canadian Parks Service should stick to parks books and shouldn't expect big sales - only to break even on various publications.

* There was no consensus or clear preferences for what the buying public would go for in the list of publishing products offered.

  > "Calendars wouldn't work because they come out in the wrong season; most Canadians aren't in parks in November"
  >
  > "Posters O.K. if the quality and photos are great ... must be properly packaged for portability and sensibly priced"

* Other potential marketable product suggestions were:

  - Brochures, print literature with required information on all parks.

  - Hiking, backpacking survival kits or camping kits.

* The publisher of the series send out promotional material and the other two had not received anything on these books.

* Two out of three publishers thought direct mail could be very effective provided that good magazine, book club, and publication mailing lists were used. They said this marketing initiative also requires good production and fulfillment to be effective. They agreed that professional book sales agents representing the publisher are essential, depending on the market. One publisher said Parks outlets were very effective.

* 2 publishers indicated that their sales of travel related guidebooks were sold to bookstores and Canadian and American sales agencies with sales calls and publisher's lists sent out for spring and fall order periods.

* Perceptions of top uses for guidebooks were:

1. a guide to wildlife and flowers
2. to provide maps of the area
3. to assist in vacation planning

* Status quo price points were indicated for the various options but one publisher thought the current guidebooks could go to $9 - $11.99 and a parks calendar could sell for $12 - $14.99.

* The marketing options or distribution channels which were felt to be most effective for the current guidebook were:

- On site at parks
- Retail bookstores
- Direct mail, if targeted with right lists.

Here, two publishers said that marketing option decisions must take into account the two totally different markets (i.e., guidebook - serious parks users and softcover book tourists, casual users)

* Regarding point-of-purchase promotions and displays, there was agreement that it would be helpful and effective for the Canada guidebooks but not for the U.S. books.

- * Corporate sponsorship was acceptable to one, not acceptable to another, and one didn't respond to this issue.

  > "(No) avoid commercialization ... it would create a negative feeling ... but it might help save some tax dollars."
  >
  > "(Yes) ... but only those sponsors who might benefit from such promotion like outfitters, gas companies (travelling to parks sites)."

- * The most useful publications for advertising would be:

  - Outdoor Canada
  - Equinox
  - B.C. Outdoors
  - Explore
  - Ontario Out of Doors.

Some final comments on the books marketing were as follows:

> "Stay with the guidebook idea - the souvenir book market is not as lucrative as it might appear"
>
> "We're out of the picture-book market - it's a very tricky market, price sensitive and it has lots of competition for the tourist buck"
>
> "get the guidebooks out into the market place-selling"

E. MARKETING EXECUTIVES

1. Executive Introduction

Jock Mullin - Data Processing Manager, McIntyre & Dodd Inc., Laval, Quebec

Bruce Ranson - President, The Source Inc., Pierrefonds, Quebec

Gerry Patterson - President, Special Event Television Inc., Toronto, Ontario. Mr. Patterson directs a corporate consulting firm and a television production company. He is the author of a Prentice-Hall publication on sports management.

David Stucky - President, Hallstone Enterprises Inc., Markham, Ontario. Mr. Stucky manages a direct marketing company and is a partner in Camar Publications Inc. He was formerly Vice-President of Harlequin Books Inc.

Randy Fraser - Vice President, R.L. Polk Ltd., Toronto, Ontario. Mr. Fraser is Vice-President of sales for a marketing services company specializing in computerized mailing and fulfillment systems.

Marketing Executive response will concentrate on marketing issues and options.

2. Response to Canadian Guidebook Series

* Marketing executives rated the books' value for money as average to good and overall quality as above average. Three out of five thought the book could be improved for marketability. And they said:

> "Go to jumbo (8 1\2 x 11) format ... give more space to photos and blow them up to full page. Use all colour except historical photos and ... don't scrap info content."
>
> "More visual content, less textbook information."
>
> "Better photography - avoid black and white ... maintain strong content\organization of guidebook."
>
> "Indicate: Officially endorsed by Parks Canada."

- Four out of five said a Canadian adaptation of the U.S. format would improve the marketability of the books:

  > "Stronger appeal to tourists because of the big book, glossy format. Keep strong content and augment with better photography (more sizzle)."
  >
  > "Visually more attractive ... of interest to a wide age group."

3. Response to the U.S. Parks Book Series

   - This group rated these books' value for money as fair to above average and overall quality as above average to good.
   - The overall view was that strong visuals, with the addition of big maps and key data displayed big and bold, would look better and be good for retail display.
   - There was general consensus that this book's format emphasis and marketing thrust is towards the tourist and public market at parks sites.
   - In a series on major Canadian National Parks, and with increased factual, concise information, the 9" x 12" format books would be successful at parks sites and in a dedicated direct mail program.

4. Response to Publishing and Marketing Options

   - Canadian scenic areas books and wildlife books were the most highly ranked in terms of the buying public's interest. All individuals thought people would be very interested in these publishing topics.

- Other publishing topics of potential interest to the buying public were indicated as follows:

  - Archeology, especially petroplyphs, totems, and artifacts of early settlements;
  - Flora\fauna recognition guides by park;
  - Guide to Canadian National Parks with maps on trails, waterways, etc.;
  - Guide to Canadian Motor tours in and around parks; and
  - Regional guidebooks, Annual Calendar of Activities, e.g., Octoberfest, Highland Games.

- Marketing executives indicated that Parks calendars and posters and also a large format, softcover Canadian Parks book series would be of great interest to the buying public. Other related products that would be of high interest:

  - bumper stickers and decals;
  - sweatshirts, pens, park membership info;
  - sponsorship of park wildlife; and
  - guides such as camping, bicycling and hiking guides - keyed to park with comparisons.

- The effectiveness of types of marketing initiatives in support of Canadian guidebook sales was discussed from a direct marketing perspective.

- All executives thought direct mail promotions could work well for this product. One indicated that a strong visual print approach would be effective, but that the regional nature of the books and relatively small print quantities would make an ongoing fulfillment program difficult to support. Another said that spot radio should be used to tie into and back up the direct mail campaign.

Preliminary cost estimates indicate that a budget priced, but high quality direct mail package for the parks series would be a breakeven campaign. A test of 50,000 names mailed, with a direct mail package consisting of a brochure, order card, reply envelope, letter and lift memo would cost approximately $30,000 to mail. One would need to receive 3,400 orders at $9.90 each ($7.95 + $1.95 shipping and handling) to break even. Depending on the mailing lists used, you would need to obtain a 7% response in this case, which would be optimistic for a first time mailing. Therefore, if direct mail is to be a viable option, cheaper direct marketing media would have to be explored, such as cooperative house holder mailings, package inserts, and magazine ads.

* Based on market demand perceptions for similar types of books, this group consistently identified the following as very important uses for purchasing decisions:

1. To have maps of the area.
2. Vacation planning information.
3. To see pictures of what the park has to offer.

* Two out of five said the current guidebooks could be priced at $9.00 - $11.99 and three out of five said $6.00 - $8.99. For the U.S. format books, two out of five said $6.00 - $8.99 and three out of five said less than $6.00. All except one said calendars should sell for under $6.00; the rating was the same for posters.

The one exception indicated $9.00 - $11.99 for calendars and $6.00 - $8.99 for posters.

- The price level for a new 9" x 12" softcover guidebook series was set at $9.00 - $11.99, with one indication for $6.00 - $8.99.

These marketing executives felt that these books could be sold at higher than current retail prices, with more aggressive promotional support and with a dedicated and committed long-term direct marketing program.

- This group's assessment of distribution channels has made preferences for marketing initiatives and distribution channels virtually unanimous for all groups. Ratings for effectiveness, in order:

  1. On-site at National Parks.
  2. National Parks areas.
  3. Direct mail - if mailed to parks visitors, compiled lists.
  4. Retail Bookstores.

  These executives also gave strong preference to the Tourism Canada network of offices and contacts as a potentially effective marketing and distribution alternative. Other ideas mentioned were: as a mini-book club and with space advertisements in outdoor magazines.

- Four out of five said point-of-purchase promotions and displays would be effective for both the current series and for a Canadian series based on the U.S. format.

- Two executives indicated a strong preference for the use of corporate sponsorship:

  > "Expands budget to allow for greater efforts-especially the testing of alternate formats and approaches."

- Rankings for usefulness of publications advertising:

  Very Useful:
  - CAA Touring and Travel
  - Canadian Geographic
  - Outdoor Canada
  - Ontario Out-of-Doors
  - B.C. Outdoors

  Not Very Useful:
  - Fly Fisherman
  - Maclean's
  - En Route
  - Canadian Heritage

The balance were viewed as somewhat useful.

- Also indicated as potentially "very useful" were the Canadian Parks Service Guidebooks themselves. It was suggested that every book should contain an order form or card for the other titles, and also a reader response card.

  Final comments and ideas on the books:

  > "Try to combine strong visual presentation with strong content - not sure it can be done in large format ... not convinced that the purpose of the guidebooks can be accomplished with the 9" x 12" format."

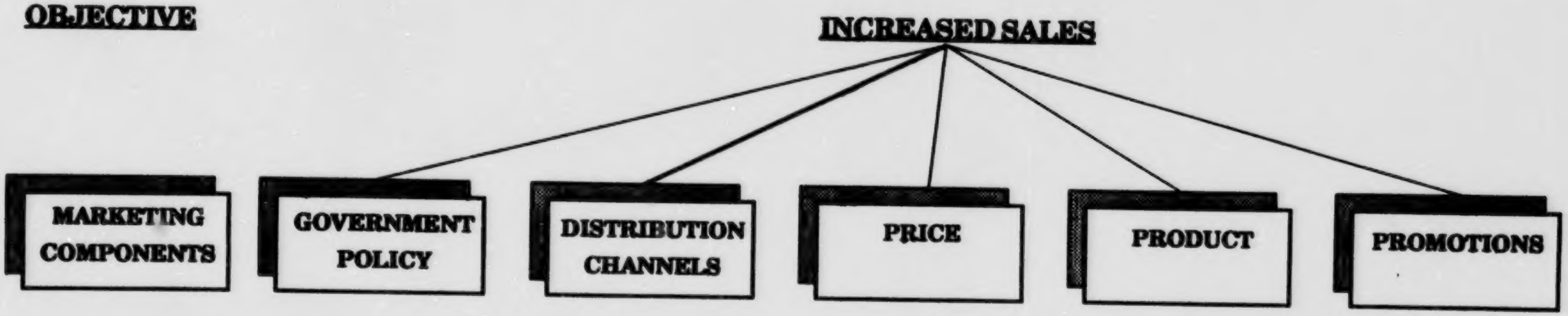
> "I feel that if they promoted their publications to all registered parks visitors from the previous season, it would sell. This promotion could be set up like a book club on a negative-option basis with a catalogue of maps, posters, calendars and related books."

This idea of promotions to all parks visitors should at least be explored with the purpose being to discover the extent to which such data is retained by the Canadian Parks Service. Depending on the status and condition of the data, steps could be taken to assess the factors and implications of creating a computerized customer file database. Such an ongoing database could prove to be a valuable resource for future marketing plans for any type of service or product which the Parks Service would like to offer to its public.

V. BUSINESS ANALYSIS

FIGURE 5.1

BUSINESS ANALYSIS FRAMEWORK


OBJECTIVE
INCREASED SALES
MARKETING COMPONENTS
GOVERNMENT POLICY
DISTRIBUTION CHANNELS
PRICE
PRODUCT
PROMOTIONS

MARKETING COMPONENTS	GOVERNMENT POLICY	DISTRIBUTION CHANNELS	PRICE	PRODUCT	PROMOTIONS
POSSIBLE STRATEGIES	* ensure that policy is met * private enterprise publishing program	* maintain current methods * enhance current methods * evaluate alternative channels	* price to reduce inventory * price to maintain current retail channels * price to increase market share	* maintain and enhance current products * develop alternatives	* maintain effort * increase and enhance current effort * seek to maximize CPM

V. BUSINESS ANALYSIS AND STRATEGIC OPTIONS

This section is intended as a framework to consolidate the results and to develop strategic alternatives and to describe the implications of the various alternatives.

Figure 5.1 provides an overview of the business analysis framework. The framework describes the key components of the marketing mix and presents alternative strategies within each component.

These strategies were developed based on the previous sections including the analysis of the focus groups, the secondary data analysis and the executive interviews. The following sections discuss the strategies presented in 5.1 in more detail and presents the implications of the strategic alternatives.

A. GOVERNMENT POLICY

There are two possible strategies to ensure that the guidebook marketing effort is consistent with government policy. These include:

* ensuring that current policy is met in the context of the existing program; and

* evaluate private enterprise publishing programs.

1. Ensuring that Current Policy is Met

a) Description

Key extracts from the complete government publishing policy guidelines are included in Appendix IX. Assuming that the overall approach will remain consistent in terms of the marketing approach, the guidelines should be followed precisely and, based on our review, they have been.

b) Implications

The extent to which the guidelines apply, depends on the overall marketing strategy. Developing a relationship with a publisher as exists in the U.S., means that the marketing effort is essentially independent of the parks authority. This could provide the publisher more control over the total marketing effort than currently exists. The current policies do place some restrictions on the marketing effort. Some of these restrictions include the need to provide significant numbers of free copies to MP's, etc., restrictions on commercial or paid advertising in the guidebooks and some restrictions on royalties and pricing. There are also guidelines requiring detailed information, and ensuring that marketing efforts do not engender unfair competition with the private sector. There are also restrictions on producing publications in one language only and on disposal of surplus stock.

2. Evaluate Private Enterprise Publishing Programs

a) Description

This approach basically involves turning responsibility for the guidebooks over to the private sector. This is basically the approach in the U.S. K.C. Publications, which produces the U.S. series is completely independent of the U.S. Parks Service.

b) Implications

There are significant implications in pursuing this approach in terms of distribution and product control by the author department. If the guidebooks are viewed as a source of revenue, this potential could be lost to the department. The cooperating associations, however, could still be in a position to establish royalty agreements with the private enterprise publisher.

B. DISTRIBUTION STRATEGIES

Possible distribution strategies include:

* maintaining the current distribution channels;
* enhancing current methods; and
* evaluating alternative channels.

1. Maintaining Current Distribution Channels

a) Description

While the current distribution channels should be effective, their effectiveness is constrained by the lack of centralized control and marketing "push". Responsibility is dispersed between the two groups in the CGPC, Douglas & McIntyre, the publisher of the English books and Environment Canada. Sales of books at the parks by the cooperating associations is a good approach for visitors to the park, but this approach would do little to influence travel decisions of people before they have decided to go to a park and it would be too late in the travel decision making process to assist people in travel planning. Sales through retail bookstores may be limited because the books are appropriate for a niche market, i.e., people who are interested in vacationing in parks and the books would be competing for shelf space with more mass market oriented publications.

b) Implications of Maintaining Current Distribution Channels

Without enhancing the distribution channels and providing more of a marketing "push" we would expect sales to remain disappointing.

2. Enhance Current Distribution Channels

a) Description

The current distribution could be enhanced by providing more centralized marketing and control responsibility. This could consist of a product manager in the Canadian Parks service who would monitor sales on an on-going basis, develop promotional strategies, maintain an ongoing relationship with key distributors and effect product enhancement as and when required, and ensure that the guidebook marketing effort is consistent with the overall marketing objectives of the Canadian Parks service. Promotional methods could include point of purchase display, brochures sent to retail stores and cooperative associations and coordination of the promotional efforts of the various cooperative associations.

b) Implications of Enhancing Current Methods

This approach would require a dedicated individual with the appropriate budget and resources. Lack of clear responsibilities and reporting relationships in the distribution channels could, however, make this job difficult.

3. Evaluate Alternative Channels

a) Description

A number of alternative channels could be considered including:

- privatizing guidebook publications so that a dedicated individual or organization handles all marketing responsibilities;
- centralizing all responsibilities in one group in the CGPC; and
- leaving the current channels in place but assigning responsibility in the Canadian Parks Service to test alternatives and complementary methods such as direct mail, coordinated efforts with the government tourism offices and other potential arrangements, e.g., with the CAA and retail distributors of petroleum products.

b) Implications of Evaluating Alternative Channels

While there is some overlap in the methods described above, a more detailed evaluation of alternative channels would involve a detailed assessment which would take some considerable time and resources. One approach would be to test alternatives such as direct mail and cooperative ventures and then, if they prove successful, begin to concentrate resources in these areas and gradually phase out the existing methods. A decision could then be made on the appropriate location for marketing responsibility, e.g., with a private sector individual or company or with the CGPC, or perhaps with a group in the Canadian Parks Service. This gradual approach would also permit the evaluation of any negative reaction to alternative approaches in a "test model" rather than under a full fledged marketing campaign.

C. PRICE

The pricing options include:

* price to maintain current distribution channels;
* price to reduce inventory; and
* price to increase market share.

1. Price to Maintain Current Distribution Channels

a) Description

This approach is simply to maintain the current pricing. This approach will maintain the current distribution channels which major changes could threaten. If it is lowered too drastically, it could undercut the channels and undermine the image perception of the books. Raising the price seems to have caused resistance in the past.

b) Implications

This approach restricts the ability of the publisher to make price changes. However, price changes up or down present market niche problems.

2. Price to Reduce Inventory

a) Description

Because sales have been slow, it may be desirable to look at strategies which could move the inventory more quickly. Price reductions would be one approach. However, the reductions should be offered to the cooperative associations only for sales at the park. In this way, the books could be packaged as part of the price of admission to the park or discounted with some other method. This could help to move the inventory while leaving the retail distribution channels intact and unaffected by the reductions in price.

b) Implications

With this approach, there is still some risk that retail outlets could react negatively. The approach could help to substantially reduce inventories and to recover sunk costs.

3. Price to Increase Market Share

a) Price to Increase Market Share

This strategy is a consistent across the board price decrease or also known as "penetration" pricing. This would be intended to increase the sales of the product which seems to be very price sensitive. Because it is a consistent price decrease, it is unlike the "pricing to move inventory" strategy. With the latter approach, the higher price generally is maintained. With pricing to increase market share, the pricing is a consistent policy which should also be long term, as the market seems to react strongly to price hikes.

b) Implications

A price decrease could still run some risk of "cheapening" the perception of the product. It is also possible that the product is not terribly price elastic, and it is impossible to ascertain this until this price strategy is tested. A price decrease also implies a lower sales dollar per unit return. The revenue overall, however, should be higher, if the strategy is successful.

D. PRODUCT STRATEGIES

There are two basic strategies which are possible:

- maintain and enhance the current products; and
- develop alternative products.

These are discussed as follows:

1. Maintain and Enhance the Current Product

   a) Description

      In the short term this could include developing an outset booklet or additional book signature sections as described in Appendix I on format and design recommendations. This would potentially help to move the current inventory in the short-term. Future versions could be modified to incorporate the design recommendations.

   b) Implications of Maintaining and Enhancing the Current Product

      A significant investment has been made in the current product, and this approach would help to protect and recoup that investment. Of course, there would be some additional cost involved in developing an outset guidebook or additional signature sections. However, this strategy in general would help ensure that efforts and resources are expended on areas that, we would suggest, have been more problematic in restricting guidebook sales, e.g., distribution and promotion.

2. Develop Alternative Products

   a) Description

      It seems that the demand for alternative products such as books based on the U.S. series, calendars and posters could be quite strong.

b) Implications of Developing Alternative Products

This approach obviously would do little to move the current inventory. Also, substantial investment could be required to develop these products. Because it is our opinion that the disappointing sales of the current guidebook is a marketing problem rather than a product problem, we would expect that many of the same problems would exist for alternative products.

E. PROMOTION

Promotional strategies include:

- maintaining the current effort;
- enhancing the current effort; and
- seek to maximize CPM.

1. Maintain Effort

a) Description

This involves maintaining the current promotional effort which includes sending some promotional material to sales agencies. Some sales agents hired by D&M make calls on book stores and book chains using catalogues that presumably would include references to the guidebooks, embedded in literature with other materials and products. Generally, the promotional effort is not high profile.

b) Implications

This approach would result in continued disappointing sales and no expansion of the market.

2. Enhancing the Current Effort

a) Description

This could include point of purchase displays which would promote the books as a series. Other enhancements could include providing advertising support of the parks and promotional inserts in the guidebooks themselves, referring to other books in the series.

b) Implications

This increased effort would result in additional cost and would require more centralized coordination than currently exists.

3. Seek to Maximize Cost per Thousand (CPM)

a) Description

This assumes an alternative approach that would involve more large scale marketing.

This would include large scale direct marketing efforts or retail marketing that would warrant more sophisticated promotional efforts including advertising in magazines, direct mail promotions and with point of purchase displays. The comparative costs of the different approaches would be assessed.

b) Implications

This approach implies a larger scale marketing effort than is currently in place. This would require a decision overall to pursue more aggressive marketing campaigns including test advertising and centralized marketing management.

VI. CONCLUSION

VI. CONCLUSION

A. RECOMMENDATION SUMMARY

Although we recommend some design improvements, it is our conclusion that the guidebook series is of high quality. We do not feel that the disappointing sales result from product problems and the pricing appears to be appropriate.

It is our general conclusion that the disappointing sales reflect marketing problems. Generally, the marketing is deficient because responsibility is too dispersed. We recommend more centralized control which is tied in more directly with the overall marketing strategy of the Canadian Parks Service. The following section describes in more detail our specific recommendations.

B. OVERALL ASSESSMENT AND MARKETING STRATEGY

The following section breaks the recommendations down into six areas. These include:

* marketing strategy;
* organization;
* product recommendations;
* distribution;
* pricing; and
* promotion.

1. The marketing strategy for the guidebooks should tie into and perhaps enhance the overall Canadian Parks Service marketing strategy.

The marketing objectives should be consistent with the overall objectives of the overall marketing strategy. This could affect the way they are marketed, i.e., as a product with specific revenue generation targets versus a loss leader to help encourage park visits. The overall strategy would also assist in identifying what types of associations should exist between sales of the guidebooks and promotional activities such as television advertising and brochures, etc. It would also assist in ensuring that target markets are identified and the vacation planning process is understood so the books can be properly positioned in the market.

2. Organization

In conducting the assignment, we have found that responsibility for marketing the guidebooks is highly dispersed. The groups involved include Environment Canada, two groups in the CGPC (one for English and one for French books), Douglas and McIntyre and the cooperating associations. We would recommend more centralization of the marketing function so that there is better centralized control including ongoing sales tracking and to ensure that the guidebook series has a "champion" who will be pro-active in marketing the books. Possibilities include an arrangement similar to that in the U.S. where the guidebook marketing has been privatized. This could include getting K.C. Publications involved with the Canadian Parks Service and, again this could be tested on a trial basis. Another possibility is to centralize responsibility in the CGPC so that one group is handling the English series as well as the French including all distribution, publishing and marketing.

3. Product Recommendations

As noted in the discussion of the focus group results, the response to the guidebooks is very positive. Potential improvements are identified in the section on the focus groups and in the design and format recommendations. These include enhancing the table of contents, ensuring that photography emphasizes the nature beauty of the park, cutting down on narrative text and ensuring that practical travel information is provided in an accessible and concise format. Because the response to the existing books is good, and there are still substantial quantities in inventory, we recommend augmenting them by adding an outset booklet or additional book signatures to provide concise, up-to-date information.

Other possible products that could be considered include the U.S. "Story Behind the Scenery" type of publications and parks calendars. Both have been very successful in the U.S. The Fundy 9" x 12" book, which is similar to the U.S. series has also shown strong sales. We see these additional publications as being more appropriate as souvenirs, however, rather than being products which meet the needs of potential visitors for vacation planning purposes. One approach to testing the U.S. format would be to arrange with K.C. Publications to do one Canadian title.

4. Distribution

In addition to sales at the parks and existing retail outlets, sales through the federal and provincial government tourist information outlets should also be considered. Joint ventures involving outlets in the Eaton's Centre in Toronto and Complex Desjardins in Montreal would be a starting point that should be considered for testing. Direct mail should be tested by using order forms in the guidebooks to assist people in ordering other books in the series although this must conform to federal government publishing guidelines. Other direct approaches which should be tested include business reply forms in specific magazines and compiling lists of park visitors and testing a direct mailing using the lists. This would compile and record names and addresses obtained from visitor permits and fees at parks. Other approaches that warrant consideration are sales through associations like the CAA sales and through a gas retailer such as Petro Canada or Shell.

Ensuring that people are aware of the distribution outlets is important and there should be a tie in with other advertising which will inform the public where they can go, telephone or write to obtain the books.

5. Pricing

The focus groups showed a preference and expectations for prices under $6.00. In most cases, the maximum the executives said could be charged was $8.99. It's a seasonal market and it seems to be very price sensitive. There is also resistance to higher prices for parks related products. Because alternate marketing strategies are not being actively pursued, the current market is existing customers, who are resistent to price changes. The price should not be increased and should not be priced beyond current levels. Price decreases should not be considered through any other outlet except at the parks. Parks and Associations could pursue a number of approaches including providing books at a reduced price as part of the admission fee. This would help address the inventory problem without affecting retail markets. Corporate sponsorship might be one approach to subsidizing consistently lower costs.

6. Promotion

Associated with the distribution recommendations described above, we would suggest that Canadian Parks Service advertising refer to the guidebook distribution outlets. However, any new advertising must be coordinated with internal resources to ensure that the distribution outlets are ready for the response. The guidebooks themselves should have information exploring where other books in the series could be obtained. Point of purchase displays which present the full series should be tested as a concept for all retail outlets including book stores, tourism offices and parks offices.

Advertising in selected magazines should be assessed and direct mail promotions to parks visitors should also be considered.

THE COOPERS & LYBRAND CONSULTING GROUP

Ken R. Parent

APPENDIX I

FORMAT AND DESIGN RECOMMENDATIONS

FORMAT AND DESIGN

The purpose of this section is to provide recommendations to improve design and format elements of the current guidebook series. This section will provide recommendations for copy content, layout, size, length, colour and paper for revisions in the guidebook series.

This evaluation will address the needs as expressed by the participants of the focus groups, in Toronto March 9, 1988 and in Montreal March 16, 1988. The focus group sessions were designed to provide direction for the format and the content of the guidebooks, as well as overall consumer preferences.

Observation and analysis of the two focus group sessions in Toronto and Montreal provide the consumer response bases for these recommendations. This section will also comment on and provide a brief analysis of the overall product quality of the current guidebook.

Information sources for the advertising and print review component of this report include the following 1) Attendance at focus group sessions in both Toronto and Montreal.

2) Review of focus group questionnaire response summary and comment summary.

3) Review of executive interview responses

The current Canadian Parks Service Guidebook contains many positive design points.

- Format size
- Clear table of contents
- Good colour photography
- Easy reading - type / font
- Contains good editorial information on geography, history, flora, wildlife of the park
- Maps clearly identified points of interest, hiking trails and legends
- Description of climate conditions

The only minor drawback may be that the information is not concise enough for easy access of information once you are at the park.

The current guidebook may be useful for individuals in deciding on the parks they may want to visit, useful to some extent in the planning stages of their vacation, and to keep as a souvenir of the parks they've visited

FOCUS GROUPS PERCEPTIONS

During the focus group sessions the general perception I received from the participants (Toronto & Montreal) was that the Canadian format for the guidebook was very good and very acceptable as it is. (See table 1.)

Most participants indicated that they like the size of the Canadian guidebook as compared to the U.S. version or the larger version of the Canadian guidebook. There was significant difference in perceptions between the current Canadian guidebook and the U.S. guidebook. The perception differences between the two Canadian guidebooks were not as great. (See table 2.)

There were reasons given as to why the present guidebook would not serve as a "true" guidebook and how this can be improved upon. The participants suggested that the guidebook should include more factual information to help them plan their trips to the parks. Table 3 gives a breakdown on what they would like to see in a guidebook for this purpose. The percentage indicated is a combined rating of "Somewhat important" and "Very important". The information most frequently indicated as required to purchase a guidebook is as follows:

1) Recommendations for restaurants / lodging
2) Maps of the area
3) Pictures of the park
4) To do vacation planning

The focus group participants also expressed some problems that they've encountered in looking over the guidebook.

- Lack of information on how to get to the park.

- Regulations, opening and closing hours and cost to enter the park.
- Lack of information about available facilities (ie: campgrounds, lodging, washrooms and firstaid stations in the parks.)
- Lack of information or points of interest and specific events.
- Too much text, does not allow for quick access of information. Guidebook is too editorial.
- No road details.
- Maps are too small.

The above mentioned problems with the guidebook and request for additional content also apply equally to the U.S. guidebook and the larger format Canadian guidebook.

Table 1

RESULTS OF GUIDEBOOK FOCUS GROUP STUDY

Rating of Canadian guidebook
Percentage noted: better than average

	Toronto	Montreal	Total
Design	74 %	60 %	69 %
Information content	85 %	70 %	77 %
Photo Content	64 %	75 %	70 %
Packaging format	77 %	80 %	77 %
Value for money	34 %	71 %	52 %
Overall Quality	85 %	70 %	78 %

Table 2

RESULTS OF GUIDEBOOK FOCUS GROUP STUDY

Overall preference rating of Canadian guidebook vs. the U.S. guidebook and the Canadian guidebook (9 x 12)
Percentage noted: the same and / or better than average

	Current Canadian guidebook	U.S. guidebook	Canadian guidebook (9 x 12)
Toronto	89 %	65 %	83 %
Montreal	85 %	32 %	79 %
Total	87 %	47 %	80 %

Indication of problems using the Guidebooks
Percentage noted: the same and / or better than average

	Current Candian guidebook	U.S. guidebook	Canadian guidebook (9 x 12)
Toronto	25 %	82 %	44 %
Montreal	67 %	89 %	78 %
Total	45 %	86 %	62 %

Table 3

RESULTS OF GUIDEBOOK FOCUS GROUP STUDY

Rating of reason for purchase of a guidebook

	Toronto	Montreal	Total
Use as a souvenir	44 %	45 %	45 %
For interpretive tours	61 %	53 %	57 %
As a guide to wildlife / flora	48 %	70 %	59 %
To find out what to wear	33 %	42 %	38 %
Recommendations for restaurants / lodging	90 %	90 %	90 %
To understand parks regulations	44 %	75 %	60 %
To have maps of the area	80 %	90 %	90 %
To see pictures of the parks	69 %	85 %	77 %
To do vacation planning	66 %	85 %	77 %
To learn about country's heritage	45 %	80 %	63 %
Other	50 %	100 %	60 %

EXECUTIVE INTERVIEWS

In studying a cross section of the questionnaires from the executive interviews and overview of interview comments, there was a consensus of opinion that closely reflected the focus group opinions.

There is clear indication that the current Canadian guide book series is much better than the U.S. guidebook overall, where the rating criteria are information content and perceived value for the money .

The executive interviews responses also commented on important uses the buying public has for purchasing a guidebook. The top ranked uses are:

1) To learn about the park for vacation planning.
2) Recommendations for restaurant / lodging in the area.
3) To see pictures of what the park has to offer.
4) Camping facilites.
5) Climatic conditions. (ie:black fly season.)

The Canadian guidebook usage problems perceived in comparison to the problem encountered with the U.S. guidebook were considerably less.

RECOMMENDATION

The recommendations for revision of the guidebook is based on reviewing the focus group sessions, focus group questionnaire responses and executive interview questionnaires.

The key recommendation is to revise the current guidebooks' format and design by creating an outsert (16 or 24 page booklet) or by adding on one signature (8 or 12 pages) to the front and back of the current guidebook. We don't believe that there is any need to do extensive revision work to the current guidebook, since it did receive a very favorable overall reaction and is perceived as a useful source of information for each park.

The suggested outsert could be shrink-wrapped to the current guidebook for park sales or direct mail purposes and this also could provide an effective method to use the current inventory on hand. Another advantage in creating an outsert to the guidebook would be the ability to update and add information on the parks annually or every other year.

The cost to gather the basic information initially may be relatively high; however, each outsert produced subsequently would be at minimal additional cost. The cost of printing the outsert will be considerably less expensive than printing a completely revised guidebook similar to the current guidebook format. This option will also allow the printing of 3 to 4 years of forecasted quantities of the guidebook (same as current format and design) to save on print cost. Also this format would allow for printing a 1 to 2 years forecasted sales quantity of the outsert. This will ensure that the guidebook will not be outdated as quickly as it would be without the outsert.

The format for this outsert guidebook can follow two options. (See appendix 1 & 2.) The size dimension of the outsert booklet would remain the same as the present guidebook. The suggested format allows park visitors to easily carry the outsert in a back-pack or in the glove compartment of their car. It will allow for easy reading and quick accessing of important information while out on the trails. Visitors will be able to carry and pack this outsert booklet without having to worry about damaging the book itself, since the guidebook can remain at home as a souvenir.

Another viable option to improve the current guidebook without changing its outward appearance would be to include additional book signatures in the front and in the back. The current guidebook presently is perfect bound and the additional signatures would include all the factual information that the visitor would find important and would need quick access to.

The cost for adding the signatures would be higher than following the outsert option, but less expensive than extensive revisions in recreating a complete guidebook. In this option there would be very little pre-print production because the majority of the material should be available already at the final film stages. The only necessary revisions that may have to be done are copy and black type changes for the page numbering. We do not have to be concerned with pages being backed up since we would be creating two new signatures that would not affect the rest of the guidebook.

The format (See appendix 3) would follow exactly as the current guidebook layout, as the size was a key factor in why it was very well received during the focus group sessions. By having the signatures at the front and back, it will allow the visitor to go directly to the information that they need without having to go through the entire guidebook.

After a functional design review of the comments and reactions from focus group participants, focus group questionnaires, and executive interview questionnaires, a viable option and suggested recommendation is to include key information, in a brief and attractive format, in the outsert booklet or in additional book signatures with suggested page lengths. (See appendix 4 and 5.)

Appendix 1

SUGGESTED FORMAT AND DESIGN FOR OUTSERT BOOKLET

Option 1 - Outsert	Cover & Back	Interior
Format	Page 1 & 24	Page 2 to 23
Trim size	11" x 8 1/2"	11" x 8 1/2 "
Folded size	5 1/2" x 8 1/2"	5 1/2" x 8 1/2"
Number of folds	1	1
Colours	4 / 1	1 / 1
Stock	Card stock (coated one side)	As current guidebook
Weight	80 lbs	As current guidebook
Stitched	Yes	Yes

Note: The suggested cover for the outsert should follow the same design as the present guidebook for each park, to provide continuity. (Film transparencies may be available for this purpose).
Suggested paper stock and weight for page 2 to 23, of the guide booklet is to allow for purchasing power, since paper stock will be the same as to the guidebook.

Appendix 2

SUGGESTED FORMAT AND DESIGN FOR OUTSERT BOOKLET

Option 2 - Outsert	Cover & Back	Interior
Format- Self cover	Page 1 & 16	Page 2 to 15
Trim size	11" x 8 1/2"	11" x 8 1/2 "
Folded size	5 1/2" x 8 1/2"	5 1/2" x 8 1/2"
Number of folds	1	1
Colours	1 / 1	1 / 1
Stock	As current guidebook	As current guidebook
Weight	As current guidebook	As current guidebook
Stitched	Yes	Yes

Note: The suggested cover for the outsert should follow the same design as the present guidebook for each park, to provide continuity. (Film transparencies may be available for this purpose).

Suggested paper stock and weight for page 1 to 16 is to allow for purchasing power, since paper stock will be similar to the guidebook.

Appendix 3

SUGGESTED FORMAT AND DESIGN FOR SIGNATURES

Option 3 - Signatures

Format: Front Back	Page 1 to 8 Page 9 to 16	Page 1 to 12 Page 13 to 24
Trim size	11" x 8 1/2"	11" x 8 1/2 "
Folded size	5 1/2" x 8 1/2"	5 1/2" x 8 1/2"
Number of folds	1	1
Colours Stock	4 / 4 As current guidebook	4 / 4 As current guidebook
Weight	As current guidebook	As current guidebook
Perfect bond	Yes	Yes

Note: The films from the current guidebook should be available to be incorporated with the new signatures, so that no new print set-ups would be required.

Appendix 4

Suggested information content and length (number of pages) of the outsert

- Table of contents (1)*
- Index (1)
- Photography (Various)
- Maps: major highways to the parks, highway to the closest, largest city (4)
- Distance from major cities (1)
- Park regulations, cost and opening and closing hours (1)
- Significant historical sites in the area (1)
- Brief description of any yearly events that occur in the area (2)
- Restaurants / lodging with brief descriptions (4)
- Map of facilities' location or indication of availability. (This may be broken-down to sections of the park) (3)
    - Hiking / Biking trails.
    - Washrooms
    - First-aid stations + locations
    - Emergency numbers
    - Food stores
    - Laundry service or location
    - Camping sites: water and electrical hook-ups
- Closest hospital (1/2)
- Climatic information - temperature, rainfall (1/2)
- Types of wildlife and flora (2)

* (#) indicates number of pages

In conclusion, after an extensive review of research material from consumer responses to the current Canadian guidebook series; we can provide an educated recommendation to improve the current guidebook series. The recommendation includes suggestions for copy content, layout, size, length, colour and paper stock. These suggestions are based on the expressed needs of consumers as addressed by the focus groups and the executive interviews.

Our opinion of the guidebook is that it is a well formed and researched series. However it does need to have some improvements in order for it to fulfill the needs of a "true" and functional guidebook series.

The general reaction, to the guidebook series from the participants of the focus groups was that it was very well prepared and contained important and necessary information. However, it did lack the ability to provide quick access to vital information that was deemed necessary during park visits. This was mainly due to the format in which the information was presented (ie: in an editorial / long reading style). The focus groups also provided suggestions on information content that should be included to improve the guidebook towards a "true" guidebook style. A cross section of executive interview responses revealed similar opinions and were a comparable reflection of the responses from the focus groups.

Our recommendation based on the response gathered is to create an outsert or additional signatures in order to provide the desired information in a clear and concise format. The outsert and signatures would contain brief descriptions of all necessary information as expressed by the consumers, while providing an add-on marketing feature rather than recreating a brand new guidebook from scratch. The outsert would allow flexibility in using current inventory and help to maintain low inventory costs.

Appendix 5

SAMPLE GENERAL INFORMATION TABLE

PARK AREA	Section 1	Section 2	Section 3	Section 4	Section 5
PARK ENTRANCE POINT	Park station address	Park station address	Park station address	Park station address	Park station address
	Tel: #	Tel: #	Tel: #	Tel: #	Tel: #
Camping					
No. of regular sites	98			248	48
No. of sites with electricity					
No. of interior sites		5	1500	18	
Group camping available	•	•			
Services and Facilities					
Comfort station				•	
Shower					
Laundromat				•	
Swinning	•			•	•
Picnicking	•			•	
Boat launching	•	•			
Boat rental nearby	•			•	•
Motorboats restricted				•	•
Playground	•				
Self-guided trail	•			•	•
Interpretive program				•	•
Interpretive building				•	•
Operating Dates					
Spring	May 15 +	May 15 +	Apr. 24		
Summer	Sept. 7			Jun. 25 -Sept.7	Jun. 25 -Sept.7
Fall		Oct. 31	Oct. 12		
Winter					
Day use only to				•	•
Off season, Campground Gated	•				
Reservation Service					
Reserved camping available					
Telephone					
Date Phone Service					
Available at Park					

Note: The sample table above shows that there may be a method to incorporate a large quantity of information in a small amount of space. The table can be standadized or customized to each park based on the type of facilities that they have. This table can be used for pre-planning parks visits and for references at the park

Volume

2

THE CANADIAN PARKS SERVICE

A MARKETING ANALYSIS OF THE CANADIAN PARKS GUIDEBOOK SERIES

VOLUME II - TECHNICAL APPENDICES

April 11, 1988

Submitted to: Mr. Lawrence Johnson

Submitted by: Mr. K.R. Parent
Mr. D.W. Meredith
Mr. S. Patterson

The
Coopers
&Lybrand
Consulting Group

Management Consultants

A MARKETING ANALYSIS OF THE CANADIAN PARKS GUIDEBOOK SERIES

TABLE OF CONTENTS

LIST OF APPENDICES

I FOCUS GROUP MODERATOR'S GUIDE

II ENGLISH FOCUS GROUP QUESTIONNAIRE

III FRENCH FOCUS GROUP QUESTIONNAIRE

IV TABULATED FOCUS GROUP RESULTS

V EXECUTIVE SURVEY QUESTIONNAIRE

VI TABULATED EXECUTIVE SURVEY RESULTS

VII PROMOTIONAL FLYERS

VIII FEDERAL GOVERNMENT PUBLISHING POLICY

APPENDIX I

FOCUS GROUP MODERATOR'S GUIDE

CANADA PARKS SERVICE

GUIDEBOOK FOCUS GROUP STUDY

- MODERATOR'S GUIDE -

March 1988

CANADA'S PARKS SERVICE
GUIDEBOOK FOCUS GROUP STUDY
- MODERATOR'S GUIDE -
(March 1988)

I. INTRODUCTION

1. Warm-up period

2. Group leader introduction

3. Equipment:
    - Audio recorder; and
    - One-way mirror.

4. Nature of focus group discussion:
    - Informal;
    - Voluntary, you may leave at any time;[1]
    - No right or wrong answers;
    - Open/honest opinions;
    - Discussion between participants;
    - Role of moderator; and
    - Use of questionnaire.

5. General purpose of discussion:
    - Discuss vacation in Canada's National Parks; and
    - Reaction to a number of guidebook products and ideas.

---

[1] Your information given in these focus groups will be treated confidentially in accordance with the provisions of the Access to Information and Privacy Acts. Your participation is voluntary and by doing so, you will be letting us know about your needs and preferences.

Access to the summary information obtained in these interviews can be obtained by contacting the Director, Visitor Activities Branch, Canadian Parks Service (819) 997-4932), or Access to Information Coordinator (819) 953-5513, quoting the registration number shown at the bottom left corner of this document.

DOE-PKS-005-02937

6. Participant Introduction

7. Questions before session begins

II. REQUIREMENTS AND EXPERIENCE WITH GUIDEBOOKS

1. Discussion of travel plans and past trips:
   - Major destinations;
   - Perceptions of Canadian desinations;
   - Experiences in and perceptions of Canada's National and Provincial Parks.

2. Requirements and experiences with guidebooks:
   - Definitions of guidebooks/what guidebook about parks should entail?
   - Examples of guidebook use and potential requirements;
   - Examples of specific situations in which guidebooks have been especially helpful; why?
   - Where have they obtained or would they expect to obtain guidebooks for National and/or Provincial Parks.

3. Guidebook applications:
   - **HANDOUT QUESTIONNAIRE**
   - Turn to Question 1;
   - Most important purposes for which they might expect to use Guidebooks in future;
   - Importance rating of specific reasons given;
   - Comments on the nature of information which should be included in guidebooks;
   - Discussion of distribution channels;
   - How would the guidebooks be utilized in planning a trip to a National Park; and
   - The need for guidebooks to focus on individual National Park or to include information on the surrounding area.

III. EVALUATING THE GUIDEBOOKS AND OPTIONS

1. **Introduce; First Guidebook Series**

   Assign "Familiarization" Tasks from List of Applications

   * Turn to Question 4 in questionnaire;
   * Overall rating/initial reaction;
   * Identification of Main Purpose;
   * What is liked most/least;
   * Problems in completing familiar task; and
   * Discussion of the series.

2. **Introduce Second Guidebook Series**

   * Turn to Question 5 in questionnaire;
   * Overall rating/initial reaction;
   * Identification of main purpose;
   * What is liked most/least;
   * Problems in completing task; and
   * Discussion of the series.

3. **Introduce Third Guidebook Series**

   * Turn to Question 6 in questionnaire.

4. **Introduce Fourth Guidebook Series**

   * Turn to Question 7 in questionnaire.

IV. OVERALL IMPRESSIONS

1. Overall Preference

   * Overall rating section of questionnaire;
   * Discussion of overall preference; and
   * Do needs change as a function of age.

2. Suggested Improvements

   * Comments and suggestions regarding how the National Parks Guidebook material should be packaged (i.e., format);

   * Comments on the advantages and disadvantages of the different formats;

   * Comments on the importance of durability/portability;

   * What the relationship should be between text and photos in the literature and how important this was in the overall ratings;

   * How text and photos should complement each other and the extent to which text should be separate by photos;

   * Comments on the subject matter of photos in the National Park Guidebooks and the importance this plays in overall evaluations and preferences;

   * On what aspects of Canada's National Parks should published literature focus?

   * Comments on the levels of detail desired in the National Parks Guidebook series;

- Suggestions for other changes or improvements in the aspects of Canada's National Parks on which published literature should focus; and
- What kind of information should be mandatory in a Canadian Parks Service guidebook?

3. Ideas for other publications

V. COMPLETION OF DEMOGRAPHIC SECTION OF QUESTIONNAIRE

1. Obtain background information on respondents
2. Discussion with Environment Canada, CSG behind mirror re: additional areas to cover.

THANK AND TERMINATE

APPENDIX II

ENGLISH FOCUS GROUP QUESTIONNAIRE

CANADA PARKS SERVICE

GUIDEBOOK FOCUS GROUP STUDY

- QUESTIONNAIRE -

March 1988

PLEASE DO NOT OPEN UNTIL
INSTRUCTED TO DO SO

CANADIAN PARKS SERVICE
FOCUS GROUP STUDY
- QUESTIONNAIRE -
(March 1988)

Please note:

Your information given in this questionnaire will be treated confidentially in accordance with the provisions of the Access to Information and Privacy Acts. Your participation is voluntary and by doing so, you will be letting us know about your needs and preferences.

Access to the summary information obtained in these questionnaires can be obtained by contacting the Director, Visitor Activities Branch, Canadian Parks Service (819) 997-4932, or the Canadian Parks Service Access to Information Coordinator (819) 953-5513, quoting the registration number shown at the bottom left corner of this document.

This questionnaire will be kept by The Coopers & Lybrand Consulting Group for a period of six months and then will be archived or destroyed.

Once again, thank you for your help.

1. Please complete the following information:

Group: ______________________ Day ______________________ Time Started

Registration No.:
DOE-PKS-005-02937

2. We would like you to think of three of the most important reasons that you would have for purchasing a guidebook in future visits to Canada's National Parks.

Simply write down the three most important reasons that come to mind. After you have written three reasons, write a "1" beside the reason for purchasing a guidebook that is most important to you, a "2" beside the next most important reason and a "3" beside the third most important reason.

____

____

____

3. How interested would you be in buying guidebooks and related products through the following sources? (Circle one number and each line)

	Not at all interested	**Not very interested**	**Somewhat interested**	**Very interested**	**Don't know/ not sure**
On-site at National Parks	1	2	3	4	5
Retail Book Stores	1	2	3	4	5
Direct mail	1	2	3	4	5
Parks Canada Sites	1	2	3	4	5
Prime Airport Terminals	1	2	3	4	5
VIA Rail Network	1	2	3	4	5
Prime Trainstations	1	2	3	4	5
Tourism Canada Network	1	2	3	4	5
Others (please specify: ______ ____________	1	2	3	4	5

FIRST GUIDEBOOK SERIES

4a) Please write down the name of this publication.

b) Overall, compared to other guidebooks which you have seen before today, how would you rate this guidebook? (Circle one number)

Much better	1
Slightly better	2
About the same	3
Slightly worse	4
Much worse	5

c) What would you say is the main purpose of this guidebook?

d) What do you like about this guidebook?

e) What do you dislike about the guidebook?

f) Did you, or do you think you would have any problems using the guidebook? (Cirle one number)

Yes	1
No	2

If yes, please briefly describe the major problem.

____

____

____

PLEASE DO NOT TURN PAGE UNTIL INSTRUCTED TO DO SO

SECOND GUIDEBOOK SERIES

5a) Please write down the name of this publication.

____

____

b) Overall, compared to other guidebooks which you have seen before today, how would you rate this guidebook? (Circle one number)

Much better	1
Slightly better	2
About the same	3
Slightly worse	4
Much worse	5

c) What would you say is the main purpose of this guidebook?

____

____

d) What do you like about this guidebook?

____

____

____

e) What do you dislike about the guidebook?

____

____

____

f) Did you, or do you think you would have any problems using the guidebook? (Circle one number)

Yes	1
No	2

If yes, please briefly describe the major problem.

PLEASE DO NOT TURN PAGE UNTIL INSTRUCTED TO DO SO

THIRD GUIDEBOOK SERIES

6a) Please write down the name of this publication.

____

____

b) Overall, compared to other guidebooks which you have seen before today, how would you rate this guidebook? (Circle one number)

Much better	1
Slightly better	2
About the same	3
Slightly worse	4
Much worse	5

c) What would you say is the main purpose of this guidebook?

____

____

d) What do you like about this guidebook?

____

____

____

e) What do you dislike about the guidebook?

____

____

____

f) Did you, or do you think you would have any problems using the guidebook? (Circle one number)

Yes	1
No	2

If yes, please briefly describe the major problem.

PLEASE DO NOT TURN PAGE UNTIL INSTRUCTED TO DO SO

FOURTH GUIDEBOOK SERIES

7a) Please write down the name of this publication.

____

____

b) Overall, compared to other guidebooks which you have seen before today, how would you rate this guidebook? (Circle one number)

Much better	1
Slightly better	2
About the same	3
Slightly worse	4
Much worse	5

c) What would you say is the main purpose of this guidebook?

____

____

d) What do you like about this guidebook?

____

____

____

e) What do you dislike about the guidebook?

____

____

____

f) Did you have any problem using the guidebook? (Circle one number)

Yes	1
No	2

If yes, please briefly describe the major problem.

____

____

____

PLEASE DO NOT TURN PAGE UNTIL INSTRUCTED TO DO SO

OVERALL IMPRESSIONS

. Thinking about your overall impressions of the four guidebook series you have just seen, please write a "1" beside the series you like most, a "2" beside your next most preferred, a "3" beside your next most preferred and a "4" beside the one you liked least.

	Title	Rating
1.		
2.		
3.		
4.		

. Please list two or three publications which you read and in which you might expect to see advertisements for Canadian Parks Service guidebooks and related products.

1. ____________________

2. ____________________

3. ____________________

PUBLISHING OPTIONS

10 a) How would you rate the Canadian guidebook on each of the following characteristics? **CIRCLE A NUMBER BETWEEN 1 AND 10 BESIDE EACH OF THE CHARACTERISTICS USING THE FOLLOWING RATING SCALE:**

Canadian Series

	Poor									**Excellent**
Design	1	2	3	4	5	6	7	8	9	10
Information content	1	2	3	4	5	6	7	8	9	10
Photo content	1	2	3	4	5	6	7	8	9	10
Packaging format	1	2	3	4	5	6	7	8	9	10
Value for money (retail is $8.95)	1	2	3	4	5	6	7	8	9	10
Overall quality	1	2	3	4	5	6	7	8	9	10

b) How would you rate the U.S. publication on the following characteristics? **CIRCLE A NUMBER BETWEEN 1 AND 10 BESIDE EACH OF THE CHARACTERISTICS USING THE FOLLOWING RATE SCALE:**

U.S. Series

	Poor									**Excellent**
Design	1	2	3	4	5	6	7	8	9	10
Information content	1	2	3	4	5	6	7	8	9	10
Photo content	1	2	3	4	5	6	7	8	9	10
Packaging format	1	2	3	4	5	6	7	8	9	10
Value for money (retail is $4.50 U.S.,i.e. $5.90)	1	2	3	4	5	6	7	8	9	10
Overall quality	1	2	3	4	5	6	7	8	9	10

11. a) How interested would you be in the following alternative publishing topics? **CIRCLE A NUMBER BETWEEN 1 AND 5 BESIDE EACH TOPIC USING THE FOLLOWING SCALE:**

	Not Interested At All			**Very Interested**	
Native Culture books	1	2	3	4	5
Canadian scenic areas books	1	2	3	4	5
Historic sites books	1	2	3	4	5
Wildlife books	1	2	3	4	5
Historical heritage books	1	2	3	4	5

b) How interested would you be in the following products? CIRCLE A NUMBER BETWEEN 1 AND 5 BESIDE EACH PRODUCT USING THE FOLLOWING SCALE

	Not Interested At All			**Very Interested**	
National Parks Calendar	1	2	3	4	5
Canadian Parks Service illustrated history book	1	2	3	4	5
Parks posters	1	2	3	4	5
Large format, softcover parks book series	1	2	3	4	5
Canadian Parks Service information/guides in binder format	1	2	3	4	5

12. How important would each of the following reasons be to you for purchasing guidebooks and related products? **CIRCLE ONE NUMBER ON EACH LINE.**

	Not at all important				**Very Important**
To use as a souvenir	1	2	3	4	5
For interpretive tours	1	2	3	4	5
As a guide to wildlife/ flora	1	2	3	4	5
To find out what to wear	1	2	3	4	5
Recommendations for restaurants/lodging in area	1	2	3	4	5
To understand park regulations	1	2	3	4	5
To have maps of the area	1	2	3	4	5
To see pictures of what the park has to offer	1	2	3	4	5
To learn about the park for vacation planning	1	2	3	4	5
To learn about the country's heritage	1	2	3	4	5
Other (specify)	1	2	3	4	5

____

13. How important would the following be to you if you were considering buying a guidebook to one of Canada's National Parks? **CIRCLE ONE NUMBER ON EACH LINE.**

	Not at all Important	**Not very Important**	**Somewhat Important**	**Very Important**
Durability (e.g., strong binding, easy to clean	1	2	3	4
Portability (e.g., fits easily into a back pack)	1	2	3	4

14. How interested would you be in seeing the following additional content in a guidebook to one of Canada's National Parks. CIRCLE ONE NUMBER ON EACH LINE.

	Not at all Interested	**Not very Interested**	**Somewhat Interested**	**Very Interested**	**Extremely Interested**
Background/history and the story of the National Park	1	2	3	4	5
Information on the region surrounding the National Park	1	2	3	4	5
Photographs of scenic areas	1	2	3	4	5
Maps of all the trails	1	2	3	4	5
Photographs of people in the park	1	2	3	4	5
Photographs of wildlife/flora	1	2	3	4	5
Aerial photographs of the park	1	2	3	4	5
Artistic photographs of, e.g., sunrise at the park	1	2	3	4	5
A description of historic sites	1	2	3	4	5
Information on swimming & boating	1	2	3	4	5
How to get to the park	1	2	3	4	5
Information on campgrounds	1	2	3	4	5
Things to be careful of, e.g., insects, poison ivy	1	2	3	4	5
Climactic information, e.g., average temperatures, etc.	1	2	3	4	5
Other (specify) ____________________	1	2	3	4	5

15. Based on your experience with similar products, what price levels would you expect to pay for Guidebooks and alternative publishing options? **CIRCLE ONE NUMBER ON EACH LINE.**

	Less than $6	**$6-8.99**	**$9-11.99**	**$12-14.99**	**$15 or over**
Current Canadian guidebooks	1	2	3	4	5
Guidebooks based on the U.S. format	1	2	3	4	5
Special theme books e.g., on Native Culture (9x12/softcover/48pg)	1	2	3	4	5
(" " /96pg)	1	2	3	4	5
A new guidebook series (9x12/softcover/48pg)	1	2	3	4	5
Parks guides in binder format	1	2	3	4	5
Parks calendar	1	2	3	4	5
Parks posters	1	2	3	4	5

BACKGROUND INFORMATION

16. How many times in the past five years have you visited a national or provincial park?

_____ Number of visits

17. In which of the following categories do you belong? (Circle one number)

a) age:	18-25	1
	26-30	2
	31-40	3
	41-50	4
	51-60	5
	61-65	6
	65 and over	7
b) sex:	male	1
	female	2

18. What is the highest level of formal education which you have completed?

Primary school	1
High school	2
Some community college	3
Some university	4
Community college graduate	5
University graduate	6
Post graduate	7
DK/NR	9

19. What is your current occupation?

____

INFOCUS

RECRUITMENT SCREENER

Project #5142
DRAFT 1
March 4, 1988

Hello, my name is _____________ of INFOCUS, a marketing research company. We are arranging a gathering of people for a group discussion, could we have a few moments of your time?

RECORD SEX: MALE .... ☐ FEMALE .... ☐ WATCH QUOTA

1a) Have you ever attended a consumer group discussion, an interview or survey which was arranged in advance, and for which you received a sum of money?

YES...MAX. 1/2 GROUP NO...SKIP TO Q.3

1b) (IF YES) How long ago was it? _____________ (DISCONTINUE IF IN THE PAST YEAR).

2a) How many groups have you ever attended? ____________________

2b) What topics have you discussed? ____________________

____

____

DISCONTINUE IF TRAVEL MENTIONED OR IF ATTENDED MORE THAN FIVE GROUPS.

3. Are you... (READ LIST)

Single .... ☐
Married/Co-Habitating ..... ☐
Divorced/Separated .... ☐
Widowed .... ☐

4. What is your current occupation? ____________________ / ____________________
(TYPE OF JOB) (TYPE OF COMPANY)

5a) Have you yourself ever worked in... (READ LIST)

5b) Do any members of your family currently work for... (REPEAT LIST)

DISCONTINUE IF "YES" TO ANY IN Q.5a OR Q.5b

	Q.5a		Q.5b	
	YES	NO	YES	NO
Market research	☐	☐	☐	☐
Marketing	☐	☐	☐	☐
Advertising	☐	☐	☐	☐
Any media (radio, TV, print) ...	☐	☐	☐	☐
Public relations	☐	☐	☐	☐
Been an ACTRA member	☐	☐	☐	☐
Parks and Tourism	☐	☐	☐	☐
Government (All levels)	☐	☐	☐	☐

6. How many years have you lived in Canada?

All my life ☐

Other____________:DISCONTINUE IF LESS THAN TWO YEARS

7. In which of the following age groups should I check you? (CHECK PROJECT REQUIREMENTS)

	Under 18 years	☐	DISCONTINUE
(WATCH QUOTAS)	18 to 30 years	1	GROUP 1
	31 to 40 years	2	GROUP 1
	41 to 50 years	3	GROUP 2
	51 to 65 years	4	GROUP 2
	Over 65 years	☐	DISCONTINUE
(DO NOT READ)	REFUSED	☐	DISCONTINUE

8. What is your household's total annual family income? Is it ...?

	Under $20,000	1
	$20,000 to $29,999	2
	$30,000 to $39,999	3
	$40,000 to $49,999	4
	Over $50,000	5
(DO NOT READ)	REFUSED	6
(DO NOT READ)	DON'T KNOW	7

9. Which phrase best describes the amount of schooling you have completed? (READ LIST)

No formal education	DISCONTINUE
Public school	DISCONTINUE
Some high school	DISCONTINUE
Completed high school	1
Some technical/community college	2
Completed technical/community college	3
Some university	4
Completed university	5

10. During the last two years, have you traveled within Canada while on vacation?

YES...GO TO Q.12 NO...CONTINUE

11. Have you ever visited a provincial park, national park or national historic site in Canada?

YES...CONTINUE NO...DISCONTINUE

12. Sometimes participants are also asked to write out their answers to a questionnaire or watch a television commercial during the discussion. Is there any reason why you could not participate?

YES...DISCONTINUE NO...CONTINUE

DISCONTINUE IF RESPONDENT OFFERS ANY REASON SUCH AS SIGHT OR HEARING PROBLEM, A WRITTEN OR VERBAL LANGUAGE PROBLEM, A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY.

We are arranging a gathering of people like yourself for a consumer discussion group on a series of guidebooks. The group discussion is being commissioned by The Canadian Parks Service and your participation is voluntary. The session is scheduled for Wednesday, March 9, 1988, and will take about 2 hours--you will receive $25.00 for your time. Are you willing to participate in this group discussion?

YES...CONTINUE NO...TERMINATE

Group 1: 6:00 pm [ ] AGE 18-40	Group 2: 8:00 pm [ ] AGE 41-65

The group discussions will be held at INFOCUS at 920 Yonge Street, Suite 727. INFOCUS is located just North of Davenport on the west side of Yonge. The office is located close to both the Yonge/Bloor and Rosedale subway stations. If you will be driving there is plenty of public parking in the area.

Name:____

Phone No. Res:____________________ Phone No. Bus:____________________

Address:____

City/Town:____

Recruiter:____

Confirmed by:____________________ Confirmation Date:____________________

FRENCH FOCUS GROUP QUESTIONNAIRE

SERVICE CANADIEN DES PARCS

ETUDE DU LIVRE - GUIDE PAR ENTREVUES DE GROUPE

- QUESTIONNAIRE -

MARS 1988

PRIERE DE NE PAS OUVRIR
AVANT D'EN AVOIR REÇU LA CONSIGNE

SERVICE CANADIEN DES PARCS
ETUDE PAR ENTREVUES DE GROUPE
- QUESTIONNAIRE -
(MARS 1988)

Veuillez noter:

L'information que vous nous permettez de recueillir par ce questionnaire sera traitée confidentiellement en accord avec les dispositions de la Loi sur l'accessibilité à l'information et la Vie Privée.

Votre participation est volontaire et par elle, vous nous ferez connaître vos besoins et vos préférences.

Le résumé de l'information recueillie par ces questionnaires pourra vous être fourni sur demande en communiquant avec le Directeur, Activités des visiteurs, Service canadien des parcs, (819) 997-4932, ou le Coordonnateur de l'accès à l'information du Service canadien des parcs, (819) 953-5513, en mentionnant le numéro d'enregistrement inscrit en bas de page à gauche de ce document.

Ce questionnaire sera conservé par le Groupe conseil Coopers & Lybrand pour une durée de six mois et il sera ensuite mis aux archives ou détruit.

Encore une fois, merci de votre aide.

1. S.V.P. complétez l'information suivante:

Groupe: ______________________ Jour ______________________ Heure du début

NO. D'ENREGISTREMENT:
DOE-PKS-005-02937

2. Nous aimerions que vous réfléchissiez à trois des raisons les plus importantes qui vous inciteraient à acheter un livre-guide lors de futures visites dans les parcs nationaux du Canada.

Ecrivez simplement les trois raisons les plus importantes qui vous viennent à l'esprit. Après les avoir écrites, inscrivez un "1" à côté de celle qui vous motiverait le plus à acheter un livre-guide, un "2" à côté de la seconde en importance et un "3" à côté de la moins importante des trois.

____

____

____

3. Jusqu'à quel point seriez-vous intéressé(e) à acheter des livres-guides et des produits du même genre aux points de vente suivants:

	Pas du tout intéressé(é)	**Pas très intéressé(e)**	**Assez intéressé(e)**	**Très intéressé(e)**	**Ne sais pas/ pas certain(e)**
Sur place dans les parcs nationaux	1	2	3	4	5
Les librairies	1	2	3	4	5
Les commandes postales	1	2	3	4	5
Les comptoirs du Service canadien des parcs	1	2	3	4	5
Les principaux aéroports	1	2	3	4	5
Le Réseau Via Rail	1	2	3	4	5
Les principales gares	1	2	3	4	5
Le Réseau de Tourisme Canada	1	2	3	4	5
Autres (précisez s.v.p): ______ ________________	1	2	3	4	5

PREMIERE COLLECTION DE LIVRES-GUIDES

4a) Veuillez s.v.p. écrire le nom de cette publication.

____

____

b) Dans l'ensemble, comment évalueriez-vous ce guide en comparaison avec d'autres livres-guides? **(ENCERCLEZ UN CHIFFRE).**

Beaucoup mieux	1
Un peu mieux	2
A peu près la même chose	3
Un peu moins bien	4
Beaucoup moins bien	5

c) A votre avis, quel est l'objectif principal de ce guide?

____

____

d) Qu'est-ce que vous aimez dans ce livre-guide?

____

____

____

e) Qu'est-ce que vous n'aimez pas dans ce livre-guide?

____

____

____

f) Avez-vous eu, ou pensez-vous que vous pourriez avoir quelques problèmes à utiliser ce livre-guide?

Oui	1
Non	2

Si oui, décrivez brièvement le principal problème.

S.V.P. NE TOURNEZ PAS LA PAGE AVANT D'EN AVOIR REÇU LA CONSIGNE

DEUXIEME COLLECTION DE LIVRES-GUIDES

5a) Veuillez s.v.p. écrire le nom de cette publication.

b) Dans l'ensemble, comment évalueriez-vous ce guide en comparaison avec d'autres livres-guides? **(ENCERCLEZ UN CHIFFRE).**

Beaucoup mieux	1
Un peu mieux	2
A peu près la même chose	3
Un peu moins bien	4
Beaucoup moins bien	5

c) A votre avis, quel est l'objectif principal de ce guide?

d) Qu'est-ce que vous aimez dans ce livre-guide?

e) Qu'est-ce que vous n'aimez pas dans ce livre-guide?

TROISIEME COLLECTION DE LIVRES-GUIDES

6a) Veuillez s.v.p. écrire le nom de cette publication.

____

____

b) Dans l'ensemble, comment évalueriez-vous ce guide en comparaison avec d'autres livres-guides? (ENCERCLEZ UN CHIFFRE).

Beaucoup mieux	1
Un peu mieux	2
A peu près la même chose	3
Un peu moins bien	4
Beaucoup moins bien	5

c) A votre avis, quel est l'objectif principal de ce guide?

____

____

d) Qu'est-ce que vous aimez dans ce livre-guide?

____

____

____

e) Qu'est-ce que vous n'aimez pas dans ce livre-guide?

____

____

____

f) Avez-vous eu, ou pensez-vous que vous pourriez avoir quelques problèmes à utiliser ce livre-guide?

Oui 1
Non 2

Si oui, décrivez brièvement le principal problème.

____

____

____

S.V.P. NE TOURNEZ PAS LA PAGE AVANT D'EN AVOIR REÇU LA CONSIGNE

QUATRIEME COLLECTION DE LIVRES-GUIDES

7a) Veuillez s.v.p. écrire le nom de cette publication.

____

____

b) Dans l'ensemble, comment évalueriez-vous ce guide en comparaison avec d'autres livres-guides? **(ENCERCLEZ UN CHIFFRE).**

Beaucoup mieux	1
Un peu mieux	2
A peu près la même chose	3
Un peu moins bien	4
Beaucoup moins bien	5

c) A votre avis, quel est l'objectif principal de ce guide?

____

____

d) Qu'est-ce que vous aimez dans ce livre-guide?

____

____

____

e) Qu'est-ce que vous n'aimez pas dans ce livre-guide?

____

____

____

f) Avez-vous eu, ou pensez-vous que vous pourriez avoir quelques problèmes à utiliser ce livre-guide?

Oui 1
Non 2

Si oui, décrivez brièvement le principal problème.

____

____

____

S.V.P. NE TOURNEZ PAS LA PAGE AVANT D'EN AVOIR
REÇU LA CONSIGNE

IMPRESSIONS D'ENSEMBLE

8. En réfléchissant à l'impression d'ensemble laissée par les quatre collections de livres-guides que vous venez de voir, veuillez inscrire un "1" à côté de la collection que vous avez préférée, un "2" à côté de votre second choix, un "3" à côté de votre troisième choix et un "4" à côté de celle que vous avez aimée le moins.

	Titre	Evaluation
1.		
2.		
3.		
4.		

9. Pourriez-vous énumérer deux ou trois publications que vous lisez et dans lesquelles vous pourriez vous attendre à voir de la publicité pour des livres-guides du Service canadien des parcs et des produits du même genre?

1. ______________________________
2. ______________________________
3. ______________________________

GENRES DE PUBLICATIONS

10 a) Quelle évaluation feriez-vous du livre-guide canadien par rapport à chacune des caractéristiques suivantes? **ENCERCLEZ UN CHIFFRE ENTRE 1 ET 10 A COTÉ DE CHACUNE DES CARACTÉRISTIQUES DANS L'ECHELLE D'ÉVALUATION SUIVANTE:**

Collection canadienne

	Pauvre									Excellent
Conception graphique	1	2	3	4	5	6	7	8	9	10
Contenu en information	1	2	3	4	5	6	7	8	9	10
Contenu en photos	1	2	3	4	5	6	7	8	9	10
Présentation commerciale	1	2	3	4	5	6	7	8	9	10
Rapport qualité/prix (prix de détail de $8.95)	1	2	3	4	5	6	7	8	9	10
Qualité d'ensemble	1	2	3	4	5	6	7	8	9	10

b) Quelle évaluation feriez-vous de la publication américaine par rapport aux caractéristiques suivantes? **ENCERCLEZ UN CHIFFRE ENTRE 1 ET 10 A COTÉ DE CHACUNE DES CARACTÉRISTIQUES DANS L'ÉCHELLE D'ÉVALUATION SUIVANTE:**

Collection américaine

	Pauvre									Excellent
Conception graphique	1	2	3	4	5	6	7	8	9	10
Contenu en information	1	2	3	4	5	6	7	8	9	10
Contenu en photos	1	2	3	4	5	6	7	8	9	10
Présentation commerciale	1	2	3	4	5	6	7	8	9	10
Rapport qualité/prix (prix de détail de $4.50 U.S., i.e. $5.90)	1	2	3	4	5	6	7	8	9	10
Qualité d'ensemble	1	2	3	4	5	6	7	8	9	10

11. a) Jusqu'à quel point seriez-vous intéressé(e) par la publication d'autres volumes sur les sujets suivants? **ENCERCLEZ UN CHIFFRE ENTRE 1 ET 5 A COTÉ DE CHACUN DES SUJETS DANS L'ÉCHELLE D'ÉVALUATION SUIVANTE:**

	Pas intéressé(e) du tout				**Très intéressé(e)**
La culture autochtone	1	2	3	4	5
Les régions touristiques du Canada	1	2	3	4	5
Les lieux historiques	1	2	3	4	5
La faune	1	2	3	4	5
Le patrimoine historique	1	2	3	4	5

b) Jusqu'à quel point seriez-vous intéressé(e) par la publication des autres produits suivants? **ENCERCLEZ UN CHIFFRE ENTRE 1 ET 5 A COTÉ DE CHACUN DES PRODUITS DANS L'ÉCHELLE D'ÉVALUATION SUIVANTE.**

	Pas intéressé(e) du tout				**Très intéressé(e)**
Calendrier des parcs nationaux	1	2	3	4	5
Livre d'histoire illustré du Service canadien des parcs	1	2	3	4	5
Affiches de parcs	1	2	3	4	5
Collection de volumes grand format, à reliure souple, sur les parcs	1	2	3	4	5
Guides d'information du Service canadien des parcs, en cartable	1	2	3	4	5

12. Quelle importance accorderiez-vous à chacune des raisons suivantes au moment de l'achat de livres-guides et de produits du même genre? **ENCERCLEZ UN CHIFFRE SUR CHAQUE LIGNE.**

	Pas important du tout				**Très important**
En guise de souvenir	1	2	3	4	5
Pour des randonnées d'interprétation	1	2	3	4	5
Comme guide de la faune/flore	1	2	3	4	5
Pour savoir quels vêtements porter	1	2	3	4	5
Recommandations pour les restaurants/le logement dans la région	1	2	3	4	5
Pour comprendre les règlements du parc	1	2	3	4	5
Pour avoir des cartes de la région	1	2	3	4	5
Pour voir les attraits du parc en photos	1	2	3	4	5
Pour connaître le parc avant de planifier des vacances	1	2	3	4	5
Pour s'instruire sur le patrimoine de la région	1	2	3	4	5
Autre (précisez)	1	2	3	4	5

____

____

____

13. Quelle importance accorderiez-vous aux caractéristiques suivantes si vous songiez à acheter un livre-guide pour un des parcs nationaux du Canada?

	Pas important du tout	**Pas très important**	**Peu important**	**Très important**
Son caractère durable (ex., reliure solide, facile à nettoyer)	1	2	3	4
Son caractère portable (ex., se glisse facilement dans un sac à dos)	1	2	3	4

14. Jusqu'à quel point seriez-vous intéressé(e) à de l'information additionnelle sur les sujets suivants à l'intérieur d'un livre-guide des parcs nationaux du Canada. **ENCERCLEZ UN CHIFFRE SUR CHAQUE LIGNE.**

	Pas du tout intéressé(e)	**Pas très intéressé(e)**	**Peu intéressé(e)**	**Très intéressé(e)**	**Extrêmement intéressé(e)**
Informations générales/ historique et histoire du parc national	1	2	3	4	5
Information sur la région autour du parc national	1	2	3	4	5
Photographies d'aires panoramiques	1	2	3	4	5
Cartes de tous les sentiers	1	2	3	4	5
Photographies de gens dans le parc	1	2	3	4	5
Photographies de la faune/flore	1	2	3	4	5
Photographies aériennes du parc	1	2	3	4	5
Photographies artistiques (ex., lever du soleil au parc)	1	2	3	4	5
Une description des lieux historiques	1	2	3	4	5
Information sur la baignade et la navigation de plaisance	1	2	3	4	5
Comment se rendre au parc	1	2	3	4	5
Information sur les terrains de camping	1	2	3	4	5
Ce dont il faut se méfier, ex., insectes, herbe à puce	1	2	3	4	5
Information sur le climat, ex températures moyennes	1	2	3	4	5
Autre (précisez) ________________	1	2	3	4	5

15. D'après votre expérience de produits semblables, quels niveaux de prix vous attendriez-vous à payer pour des livres-guides et d'autres types de publications? **ENCERCLEZ UN CHIFFRE SUR CHAQUE LIGNE.**

	Moins de $6	**$6-8.99**	**$9-11.99**	**$12-14.99**	**$15 et plus**
Livres-guides canadiens actuels	1	2	3	4	5
Livres-guides de format américain	1	2	3	4	5
Publications thématiques ex., sur la Culture autochtone					
(9x12/couverture cartonnée/48p.)	1	2	3	4	5
(9x12/couverture cartonnée/96p.)	1	2	3	4	5
Une nouvelle collection de livres-guides (9x12/couverture cartonnée/48p.)	1	2	3	4	5
Guides de parcs en cartable	1	2	3	4	5
Calendriers de parcs	1	2	3	4	5
Affiches de parcs	1	2	3	4	5

INFORMATIONS PERSONNELLES

16. Combien de fois avez-vous visité un parc national ou un parc provincial au cours des cinq dernières années?

_____ Nombre de visites

17. A laquelle des catégories suivantes appartenez-vous? **(ENCERCLEZ UN CHIFFRE).**

a) âge:

18-25	1
26-30	2
31-40	3
41-50	4
51-60	5
61-65	6
65 et plus	7

b) sexe:

masculin	1
féminin	2

18. Quel est le plus haut degré d'instruction que vous avez complété?

Etudes primaires	1
Etudes secondaires	2
Etudes collégiales partielles	3
Etudes universitaires partielles	4
Diplôme collégial	5
Diplôme universitaire	6
Etudes supérieures	7
Ne sais pas/pas réponse	9

19. Quelle est votre occupation actuelle?

____

TABULATED FOCUS GROUP RESULTS

Canada Parks Service
Results of Guidebook Focus Group Study

Question 3 Buying at Different Sources	Toronto						Montreal						Total					
	Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
On-site at National Parks																		
Not at all interested.......	0	0	1	11	1	5	0	0	0	0	0	0	0	0	1	7	1	3
Not very interested.........	1	10	1	11	2	11	4	44	0	0	4	27	5	26	1	7	6	18
Somewhat interested.........	4	40	2	22	6	32	1	11	5	83	6	40	5	26	7	47	12	35
Very interested.............	5	50	5	56	10	53	4	44	1	17	5	33	9	47	6	40	15	44
Total.....................	10	100	9	100	19	100	9	100	6	100	15	100	19	100	15	100	34	100
Retail Books Stores																		
Not at all interested.......	1	11	1	14	2	13	3	30	0	0	3	19	4	21	1	8	5	16
Not very interested.........	2	22	2	29	4	25	2	20	0	0	2	13	4	21	2	15	6	19
Somewhat interested.........	3	33	2	29	5	31	4	40	3	50	7	44	7	37	5	38	12	38
Very interested.............	3	33	2	29	5	31	1	10	3	50	4	25	4	21	5	38	9	28
Total.....................	9	100	7	100	16	100	10	100	6	100	16	100	19	100	13	100	32	100
Direct Mail																		
Not at all interested.......	2	22	1	14	3	19	7	78	0	0	7	44	9	50	1	7	10	31
Not very interested.........	3	33	2	29	5	31	2	22	2	29	4	25	5	28	4	29	9	28
Somewhat interested.........	3	33	1	14	4	25	0	0	1	14	1	6	3	17	2	14	5	16
Very interested.............	1	11	3	43	4	25	0	0	4	57	4	25	1	6	7	50	8	25
Total.....................	9	100	7	100	16	100	9	100	7	100	16	100	18	100	14	100	32	100
National Parks Sites																		
Not at all interested.......	0	0	0	0	0	0	1	10	0	0	1	6	1	5	0	0	1	3
Not very interested.........	1	10	0	0	1	7	2	20	1	13	3	17	3	15	1	8	4	12
Somewhat interested.........	6	60	3	60	9	60	5	50	5	63	10	56	11	55	8	62	19	58
Very interested.............	3	30	2	40	5	33	2	20	2	25	4	22	5	25	4	31	9	27
Total.....................	10	100	5	100	15	100	10	100	8	100	18	100	20	100	13	100	33	100

Canada Parks Service
Results of Guidebook Focus Group Study

Question 3 Buying at Different Sources	Toronto						Montreal						Total					
	Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Prime Airports																		
Not at all interested	3	30	0	0	3	19	5	63	0	0	5	38	8	44	0	0	8	28
Not very interested	4	40	1	17	5	31	2	25	1	20	3	23	6	33	2	18	8	28
Somewhat interested	3	30	1	17	4	25	1	13	4	80	5	38	4	22	5	45	9	31
Very interested	0	0	4	67	4	25	0	0	0	0	0	0	0	0	4	36	4	14
Total	10	100	6	100	16	100	8	100	5	100	13	100	18	100	11	100	29	100
VIA Rail Network																		
Not at all interested	2	20	0	0	2	13	5	63	0	0	5	38	7	39	0	0	7	25
Not very interested	3	30	2	40	5	33	1	13	1	20	2	15	4	22	3	30	7	25
Somewhat interested	5	50	0	0	5	33	2	25	3	60	5	38	7	39	3	30	10	36
Very interested	0	0	3	60	3	20	0	0	1	20	1	8	0	0	4	40	4	14
Total	10	100	5	100	15	100	8	100	5	100	13	100	18	100	10	100	28	100
Prime Trainstations																		
Not at all interested	2	20	0	0	2	13	4	50	0	0	4	29	6	33	0	0	6	21
Not very interested	3	30	1	20	4	27	1	13	1	17	2	14	4	22	2	18	6	21
Somewhat interested	5	50	1	20	6	40	3	38	4	67	7	50	8	44	5	45	13	45
Very interested	0	0	3	60	3	20	0	0	1	17	1	7	0	0	4	36	4	14
Total	10	100	5	100	15	100	8	100	6	100	14	100	18	100	11	100	29	100
Tourism Canada Network																		
Not at all interested	0	0	0	0	0	0	1	13	1	11	2	12	1	6	1	7	2	6
Not very interested	1	11	0	0	1	7	0	0	0	0	0	0	1	6	0	0	1	3
Somewhat interested	5	56	2	33	7	47	4	50	4	44	8	47	9	53	6	40	15	47
Very interested	3	33	4	67	7	47	3	38	4	44	7	41	6	35	8	53	14	44
Total	9	100	6	100	15	100	8	100	9	100	17	100	17	100	15	100	32	100

Canada Parks Service
Results of Guidebook Focus Group Study

Question 3 Buying at Different Sources	Toronto						Montreal						Total					
	Age 18-40		Age 41-65		**Total**		Age 18-40		Age 41-65		**Total**		Age 18-40		Age 41-65		**Total**	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Others																		
Not at all interested.......	0	0	0	0	0	0	0	0	1	100	1	50	0	0	1	20	1	13
Not very interested.........	0	0	1	25	1	17	0	0	0	0	0	0	0	0	1	20	1	13
Somewhat interested.........	0	0	0	0	0	0	1	100	0	0	1	50	1	33	0	0	1	13
Very interested.............	2	100	3	75	5	83	0	0	0	0	0	0	2	67	3	60	5	63
Total.......................	2	100	4	100	6	100	1	100	1	100	2	100	3	100	5	100	8	100

Canada Parks Service
Results of Guidebook Focus Group Study

Question 4 First Guidebook Series	Toronto						Montreal						Total					
	Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Name of Publication																		
St Lawrence Islands.........	0	0	3	30	3	15	9	90	7	70	16	80	9	45	10	50	19	48
Glacier....................	10	100	3	30	13	65	0	0	1	10	1	5	10	50	4	20	14	35
Waterton Lakes.............	0	0	1	10	1	5	1	10	1	10	2	10	1	5	2	10	3	8
Forillon...................	0	0	3	30	3	15	0	0	1	10	1	5	0	0	4	20	4	10
Total......................	10	100	10	100	20	100	10	100	10	100	20	100	20	100	20	100	40	100
Rating of Guidebook																		
Much better................	6	60	3	38	9	50	3	30	4	40	7	35	9	45	7	39	16	42
Slightly better............	2	20	2	25	4	22	2	20	3	30	5	25	4	20	5	28	9	24
About the same.............	2	20	1	13	3	17	2	20	3	30	5	25	4	20	4	22	8	21
Slightly worse.............	0	0	1	13	1	6	1	10	0	0	1	5	1	5	1	6	2	5
Much worse.................	0	0	1	13	1	6	2	20	0	0	2	10	2	10	1	6	3	8
Total......................	10	100	8	100	18	100	10	100	10	100	20	100	20	100	18	100	38	100
Problems Using Guidebook																		
Yes........................	2	20	3	30	5	25	9	90	3	38	12	67	11	55	6	33	17	45
No.........................	8	80	7	70	15	75	1	10	5	63	6	33	9	45	12	67	21	55
Total......................	10	100	10	100	20	100	10	100	8	100	18	100	20	100	18	100	38	100

Canada Parks Service
Results of Guidebook Focus Group Study

Question 5 Second Guidebook Series	Toronto						Montreal						Total					
	Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Name of Publication																		
Shennandoah..................	0	0	1	10	1	5	1	10	1	10	2	10	1	5	2	10	3	8
Theodore Roosevelt..........	0	0	1	10	1	5	1	10	2	20	3	15	1	5	3	15	4	10
Crater Lake..................	1	11	0	0	1	5	1	10	1	10	2	10	2	11	1	5	3	8
Acadia.......................	0	0	1	10	1	5	1	10	1	10	2	10	1	5	2	10	3	8
Bryce Canyon.................	0	0	1	10	1	5	1	10	1	10	2	10	1	5	2	10	3	8
Mount St Helens..............	0	0	1	10	1	5	1	10	0	0	1	5	1	5	1	5	2	5
Sequoia-Kings Canyon........	0	0	1	10	1	5	1	10	1	10	2	10	1	5	2	10	3	8
Rocky Mountain...............	0	0	1	10	1	5	1	10	1	10	2	10	1	5	2	10	3	8
Haleakala....................	0	0	1	10	1	5	0	0	0	0	0	0	0	0	1	5	1	3
US publication...............	6	67	0	0	6	32	0	0	0	0	0	0	6	32	0	0	6	15
Zion.........................	0	0	1	10	1	5	0	0	1	10	1	5	0	0	2	10	2	5
Mount Rainier................	1	11	1	10	2	11	1	10	1	10	2	10	2	11	2	10	4	10
Arches.......................	1	11	0	0	1	5	1	10	0	0	1	5	2	11	0	0	2	5
Total.......................	9	100	10	100	19	100	10	100	10	100	20	100	19	100	20	100	39	100
Rating of Guidebook																		
Much better..................	1	13	2	22	3	18	1	10	0	0	1	5	2	11	2	11	4	11
Slightly better..............	2	25	1	11	3	18	1	10	1	11	2	11	3	17	2	11	5	14
About the same...............	3	38	2	22	5	29	3	30	0	0	3	16	6	33	2	11	8	22
Slightly worse...............	2	25	3	33	5	29	3	30	2	22	5	26	5	28	5	28	10	28
Much worse...................	0	0	1	11	1	6	2	20	6	67	8	42	2	11	7	39	9	25
Total.......................	8	100	9	100	17	100	10	100	9	100	19	100	18	100	18	100	36	100

Canada Parks Service
Results of Guidebook Focus Group Study

Question 5 Second Guidebook Series	Toronto						Montreal						Total					
	Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Problems Using Guidebook																		
Yes........................	6	86	8	80	14	82	8	80	9	100	17	89	14	82	17	89	31	86
No.........................	1	14	2	20	3	18	2	20	0	0	2	11	3	18	2	11	5	14
Total......................	7	100	10	100	17	100	10	100	9	100	19	100	17	100	19	100	36	100

Canada Parks Service
Results of Guidebook Focus Group Study

Question 6 Third Guidebook Series	Toronto						Montreal						Total					
	Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Name of Publication																		
Fundy......................	9	100	9	100	18	100	10	100	10	100	20	100	19	100	19	100	38	100
Total......................	9	100	9	100	18	100	10	100	10	100	20	100	19	100	19	100	38	100
Rating of Guidebook																		
Much better.................	3	33	5	56	8	44	1	11	3	30	4	21	4	22	8	42	12	32
Slightly better.............	3	33	1	11	4	22	3	33	2	20	5	26	6	33	3	16	9	24
About the same..............	2	22	1	11	3	17	3	33	3	30	6	32	5	28	4	21	9	24
Slightly worse..............	1	11	2	22	3	17	0	0	1	10	1	5	1	6	3	16	4	11
Much worse..................	0	0	0	0	0	0	2	22	1	10	3	16	2	11	1	5	3	8
Total......................	9	100	9	100	18	100	9	100	10	100	19	100	18	100	19	100	37	100
Problems Using Guidebook																		
Yes.........................	4	44	3	43	7	44	8	80	6	75	14	78	12	63	9	60	21	62
No..........................	5	56	4	57	9	56	2	20	2	25	4	22	7	37	6	40	13	38
Total......................	9	100	7	100	16	100	10	100	8	100	18	100	19	100	15	100	34	100

Canada Parks Service
Results of Guidebook Focus Group Study

Question 10a Rating of Canadian Guidebook Scale of Evaluation 1 (Poor) to 10 (Excellent)	Toronto						Montreal						Total					
	Age 18-40		Age 41-65		**Total**		Age 18-40		Age 41-65		**Total**		Age 18-40		Age 41-65		**Total**	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Design																		
Poor........................	1	11	0	0	1	5	0	0	1	10	1	5	1	5	1	5	2	5
2........................	0	0	0	0	0	0	0	0	1	10	1	5	0	0	1	5	1	3
3........................	0	0	0	0	0	0	1	10	0	0	1	5	1	5	0	0	1	3
4........................	1	11	0	0	1	5	0	0	2	20	2	10	1	5	2	10	3	8
5........................	0	0	3	30	3	16	1	10	1	10	2	10	1	5	4	20	5	13
6........................	0	0	1	10	1	5	2	20	1	10	3	15	2	11	2	10	4	10
7........................	2	22	1	10	3	16	3	30	0	0	3	15	5	26	1	5	6	15
8........................	1	11	1	10	2	11	0	0	1	10	1	5	1	5	2	10	3	8
9........................	3	33	2	20	5	26	1	10	2	20	3	15	4	21	4	20	8	21
Excellent..................	1	11	2	20	3	16	2	20	1	10	3	15	3	16	3	15	6	15
Total......................	9	100	10	100	19	100	10	100	10	100	20	100	19	100	20	100	39	100
Information Content																		
Poor........................	0	0	0	0	0	0	1	10	1	10	2	10	1	5	1	5	2	5
2........................	0	0	0	0	0	0	1	10	1	10	2	10	1	5	1	5	2	5
4........................	1	11	0	0	1	5	1	10	0	0	1	5	2	11	0	0	2	5
5........................	0	0	2	20	2	11	0	0	1	10	1	5	0	0	3	15	3	8
6........................	0	0	2	20	2	11	2	20	2	20	4	20	2	11	4	20	6	15
7........................	0	0	1	10	1	5	0	0	1	10	1	5	0	0	2	10	2	5
8........................	1	11	2	20	3	16	1	10	1	10	2	10	2	11	3	15	5	13
9........................	2	22	1	10	3	16	2	20	0	0	2	10	4	21	1	5	5	13
Excellent..................	5	56	2	20	7	37	2	20	3	30	5	25	7	37	5	25	12	31
Total......................	9	100	10	100	19	100	10	100	10	100	20	100	19	100	20	100	39	100

Canada Parks Service
Results of Guidebook Focus Group Study

Question 10a Rating of Canadian Guidebook Scale of Evaluation 1 (Poor) to 10 (Excellent)	Toronto						Montreal						Total					
	Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Photo Content																		
2	1	11	1	10	2	11	0	0	0	0	0	0	1	5	1	5	2	5
3	0	0	0	0	0	0	0	0	1	10	1	5	0	0	1	5	1	3
4	3	33	1	10	4	21	1	10	1	10	2	10	4	21	2	10	6	15
5	0	0	1	10	1	5	2	20	0	0	2	10	2	11	1	5	3	8
6	2	22	1	10	3	16	0	0	2	20	2	10	2	11	3	15	5	13
7	2	22	0	0	2	11	1	10	0	0	1	5	3	16	0	0	3	8
8	1	11	3	30	4	21	2	20	1	10	3	15	3	16	4	20	7	18
9	0	0	1	10	1	5	1	10	3	30	4	20	1	5	4	20	5	13
Excellent	0	0	2	20	2	11	3	30	2	20	5	25	3	16	4	20	7	18
Total	9	100	10	100	19	100	10	100	10	100	20	100	19	100	20	100	39	100
Packaging Format																		
Poor	1	11	0	0	1	6	0	0	0	0	0	0	1	6	0	0	1	3
4	0	0	0	0	0	0	1	11	0	0	1	5	1	6	0	0	1	3
5	2	22	1	13	3	18	0	0	3	30	3	16	2	11	4	22	6	17
6	0	0	0	0	0	0	2	22	1	10	3	16	2	11	1	6	3	8
7	0	0	2	25	2	12	2	22	2	20	4	21	2	11	4	22	6	17
8	3	33	3	38	6	35	0	0	2	20	2	11	3	17	5	28	8	22
9	2	22	1	13	3	18	3	33	1	10	4	21	5	28	2	11	7	19
Excellent	1	11	1	13	2	12	1	11	1	10	2	11	2	11	2	11	4	11
Total	9	100	8	100	17	100	9	100	10	100	19	100	18	100	18	100	36	100

Canada Parks Service
Results of Guidebook Focus Group Study

Question 10a Rating of Canadian Guidebook Scale of Evaluation 1 (Poor) to 10 (Excellent)	Toronto						Montreal						Total					
	Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Value for Money																		
2	0	0	1	11	1	6	0	0	0	0	0	0	0	0	1	6	1	3
4	3	33	1	11	4	22	1	13	1	11	2	12	4	24	2	11	6	17
5	1	11	6	67	7	39	1	13	2	22	3	18	2	12	8	44	10	29
6	1	11	0	0	1	6	0	0	2	22	2	12	1	6	2	11	3	9
7	1	11	0	0	1	6	3	38	2	22	5	29	4	24	2	11	6	17
8	2	22	0	0	2	11	0	0	1	11	1	6	2	12	1	6	3	9
9	1	11	1	11	2	11	1	13	1	11	2	12	2	12	2	11	4	11
Excellent	0	0	0	0	0	0	2	25	0	0	2	12	2	12	0	0	2	6
Total	9	100	9	100	18	100	8	100	9	100	17	100	17	100	18	100	35	100
Overall Quality																		
3	0	0	1	10	1	6	1	10	1	10	2	10	1	6	2	10	3	8
4	0	0	0	0	0	0	2	20	1	10	3	15	2	11	1	5	3	8
5	0	0	2	20	2	11	0	0	1	10	1	5	0	0	3	15	3	8
6	0	0	1	10	1	6	1	10	2	20	3	15	1	6	3	15	4	11
7	2	25	1	10	3	17	0	0	1	10	1	5	2	11	2	10	4	11
8	2	25	1	10	3	17	3	30	3	30	6	30	5	28	4	20	9	24
9	2	25	1	10	3	17	2	20	1	10	3	15	4	22	2	10	6	16
Excellent	2	25	3	30	5	28	1	10	0	0	1	5	3	17	3	15	6	16
Total	8	100	10	100	18	100	10	100	10	100	20	100	18	100	20	100	38	100

Canada Parks Service
Results of Guidebook Focus Group Study

Question 10b Rating of US Publication Scale of Evaluation 1 (Poor) to 10 (Excellent)	Toronto						Montreal						Total					
	Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Design																		
Poor	0	0	0	0	0	0	0	0	1	10	1	5	0	0	1	5	1	3
2	0	0	0	0	0	0	1	10	1	10	2	10	1	5	1	5	2	5
4	1	11	0	0	1	5	1	10	1	10	2	10	2	11	1	5	3	8
5	2	22	2	20	4	21	1	10	1	10	2	10	3	16	3	15	6	15
6	1	11	0	0	1	5	0	0	1	10	1	5	1	5	1	5	2	5
7	2	22	2	20	4	21	2	20	0	0	2	10	4	21	2	10	6	15
8	2	22	1	10	3	16	3	30	1	10	4	20	5	26	2	10	7	18
9	1	11	2	20	3	16	1	10	2	20	3	15	2	11	4	20	6	15
Excellent	0	0	3	30	3	16	1	10	2	20	3	15	1	5	5	25	6	15
Total	9	100	10	100	19	100	10	100	10	100	20	100	19	100	20	100	39	100
Information Content																		
Poor	0	0	0	0	0	0	0	0	1	10	1	5	0	0	1	5	1	3
2	1	11	0	0	1	5	1	10	4	40	5	25	2	11	4	20	6	15
3	3	33	0	0	3	16	3	30	0	0	3	15	6	32	0	0	6	15
4	2	22	3	30	5	26	1	10	0	0	1	5	3	16	3	15	6	15
5	2	22	2	20	4	21	1	10	1	10	2	10	3	16	3	15	6	15
6	0	0	2	20	2	11	1	10	2	20	3	15	1	5	4	20	5	13
7	1	11	2	20	3	16	1	10	2	20	3	15	2	11	4	20	6	15
8	0	0	0	0	0	0	1	10	0	0	1	5	1	5	0	0	1	3
9	0	0	1	10	1	5	1	10	0	0	1	5	1	5	1	5	2	5
Total	9	100	10	100	19	100	10	100	10	100	20	100	19	100	20	100	39	100

Canada Parks Service
Results of Guidebook Focus Group Study

Question 10b Rating of US Publication Scale of Evaluation 1 (Poor) to 10 (Excellent)	Toronto						Montreal						Total					
	Age 18-40		Age 41-65		**Total**		Age 18-40		Age 41-65		**Total**		Age 18-40		Age 41-65		**Total**	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Photo Content																		
5..........................	0	0	0	0	0	0	1	10	0	0	1	5	1	5	0	0	1	3
6..........................	0	0	0	0	0	0	0	0	1	10	1	5	0	0	1	5	1	3
7..........................	0	0	0	0	0	0	1	10	2	20	3	15	1	5	2	10	3	8
8..........................	1	11	3	30	4	21	0	0	0	0	0	0	1	5	3	15	4	10
9..........................	2	22	2	20	4	21	6	60	1	10	7	35	8	42	3	15	11	28
Excellent..................	6	67	5	50	11	58	2	20	6	60	8	40	8	42	11	55	19	49
Total......................	9	100	10	100	19	100	10	100	10	100	20	100	19	100	20	100	39	100
Packaging Format																		
Poor.......................	0	0	0	0	0	0	0	0	1	10	1	5	0	0	1	5	1	3
2..........................	0	0	0	0	0	0	1	10	0	0	1	5	1	5	0	0	1	3
3..........................	0	0	1	10	1	5	0	0	0	0	0	0	0	0	1	5	1	3
4..........................	3	33	1	10	4	21	1	10	1	10	2	10	4	21	2	10	6	15
5..........................	1	11	2	20	3	16	1	10	1	10	2	10	2	11	3	15	5	13
6..........................	0	0	1	10	1	5	0	0	1	10	1	5	0	0	2	10	2	5
7..........................	3	33	3	30	6	32	2	20	2	20	4	20	5	26	5	25	10	26
8..........................	1	11	0	0	1	5	3	30	1	10	4	20	4	21	1	5	5	13
9..........................	1	11	2	20	3	16	2	20	1	10	3	15	3	16	3	15	6	15
Excellent..................	0	0	0	0	0	0	0	0	2	20	2	10	0	0	2	10	2	5
Total......................	9	100	10	100	19	100	10	100	10	100	20	100	19	100	20	100	39	100

Canada Parks Service
Results of Guidebook Focus Group Study

Question 11a Interest in Alternative Publishing Topics	Toronto						Montreal						Total					
	Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Native Culture Books																		
Not interested at all.......	1	11	1	11	2	11	2	20	1	10	3	15	3	16	2	11	5	13
Not very interested.........	3	33	3	33	6	33	2	20	1	10	3	15	5	26	4	21	9	24
Neutral.....................	3	33	2	22	5	28	3	30	1	10	4	20	6	32	3	16	9	24
Somewhat interested.........	1	11	1	11	2	11	2	20	2	20	4	20	3	16	3	16	6	16
Very interested.............	1	11	2	22	3	17	1	10	5	50	6	30	2	11	7	37	9	24
Total......................	9	100	9	100	18	100	10	100	10	100	20	100	19	100	19	100	38	100
Canadian Scenic Areas Books																		
Not very interested.........	1	11	0	0	1	5	0	0	0	0	0	0	1	5	0	0	1	3
Neutral.....................	1	11	1	10	2	11	0	0	1	10	1	5	1	5	2	10	3	8
Somewhat interested.........	6	67	4	40	10	53	6	60	2	20	8	40	12	63	6	30	18	46
Very interested.............	1	11	5	50	6	32	4	40	7	70	11	55	5	26	12	60	17	44
Total......................	9	100	10	100	19	100	10	100	10	100	20	100	19	100	20	100	39	100
Historic Sites Books																		
Not interested at all.......	1	11	1	11	2	11	0	0	0	0	0	0	1	5	1	5	2	5
Not very interested.........	1	11	0	0	1	6	0	0	0	0	0	0	1	5	0	0	1	3
Neutral.....................	4	44	1	11	5	28	1	10	1	10	2	10	5	26	2	11	7	18
Somewhat interested.........	2	22	3	33	5	28	5	50	2	20	7	35	7	37	5	26	12	32
Very interested.............	1	11	4	44	5	28	4	40	7	70	11	55	5	26	11	58	16	42
Total......................	9	100	9	100	18	100	10	100	10	100	20	100	19	100	19	100	38	100

Canada Parks Service
Results of Guidebook Focus Group Study

Question 11a Interest in Alternative Publishing Topics	Toronto						Montreal						Total					
	Age 18-40		**Age 41-65**		**Total**		**Age 18-40**		**Age 41-65**		**Total**		**Age 18-40**		**Age 41-65**		**Total**	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Wildlife Books																		
Not interested at all.......	1	11	1	10	2	11	0	0	0	0	0	0	1	5	1	5	2	5
Not very interested.........	0	0	1	10	1	5	1	10	1	10	2	10	1	5	2	10	3	8
Neutral.....................	2	22	0	0	2	11	2	20	3	30	5	25	4	21	3	15	7	18
Somewhat interested.........	2	22	3	30	5	26	1	10	1	10	2	10	3	16	4	20	7	18
Very interested.............	4	44	5	50	9	47	6	60	5	50	11	55	10	53	10	50	20	51
Total.......................	9	100	10	100	19	100	10	100	10	100	20	100	19	100	20	100	39	100
Historical Heritage Books																		
Not interested at all.......	1	11	1	11	2	11	0	0	0	0	0	0	1	5	1	5	2	5
Not very interested.........	2	22	1	11	3	17	1	10	0	0	1	5	3	16	1	5	4	11
Neutral.....................	3	33	1	11	4	22	3	30	2	20	5	25	6	32	3	16	9	24
Somewhat interested.........	2	22	2	22	4	22	3	30	1	10	4	20	5	26	3	16	8	21
Very interested.............	1	11	4	44	5	28	3	30	7	70	10	50	4	21	11	58	15	39
Total.......................	9	100	9	100	18	100	10	100	10	100	20	100	19	100	19	100	38	100

Canada Parks Service
Results of Guidebook Focus Group Study

Question 11b Interest in Other Products	Toronto						Montreal						Total					
	Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
National Parks Calendar																		
Not interested at all.......	1	11	0	0	1	6	0	0	1	10	1	5	1	5	1	6	2	5
Not very interested.........	1	11	0	0	1	6	0	0	0	0	0	0	1	5	0	0	1	3
Neutral.....................	1	11	2	25	3	18	2	20	2	20	4	20	3	16	4	22	7	19
Somewhat interested.........	3	33	0	0	3	18	5	50	2	20	7	35	8	42	2	11	10	27
Very interested.............	3	33	6	75	9	53	3	30	5	50	8	40	6	32	11	61	17	46
Total......................	9	100	8	100	17	100	10	100	10	100	20	100	19	100	18	100	37	100
Canadian Parks Service History Books																		
Not interested at all.......	1	11	2	22	3	17	0	0	1	10	1	5	1	5	3	16	4	11
Not very interested.........	5	56	0	0	5	28	0	0	1	10	1	5	5	26	1	5	6	16
Neutral.....................	2	22	0	0	2	11	4	40	2	20	6	30	6	32	2	11	8	21
Somewhat interested.........	0	0	2	22	2	11	4	40	2	20	6	30	4	21	4	21	8	21
Very interested.............	1	11	5	56	6	33	2	20	4	40	6	30	3	16	9	47	12	32
Total......................	9	100	9	100	18	100	10	100	10	100	20	100	19	100	19	100	38	100
Parks Posters																		
Not interested at all.......	0	0	1	13	1	6	1	11	0	0	1	5	1	6	1	6	2	6
Not very interested.........	1	11	0	0	1	6	1	11	0	0	1	5	2	11	0	0	2	6
Neutral.....................	3	33	3	38	6	35	0	0	2	20	2	11	3	17	5	28	8	22
Somewhat interested.........	4	44	2	25	6	35	5	56	2	20	7	37	9	50	4	22	13	36
Very interested.............	1	11	2	25	3	18	2	22	6	60	8	42	3	17	8	44	11	31
Total......................	9	100	8	100	17	100	9	100	10	100	19	100	18	100	18	100	36	100

Canada Parks Service
Results of Guidebook Focus Group Study

Question 11b Interest in Other Products	Toronto						Montreal						Total					
	Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Large Format Softcover Parks Books Series																		
Not interested at all.......	0	0	1	13	1	6	0	0	2	20	2	10	0	0	3	17	3	8
Not very interested.........	2	22	0	0	2	12	2	20	3	30	5	25	4	21	3	17	7	19
Neutral....................	3	33	3	38	6	35	1	10	1	10	2	10	4	21	4	22	8	22
Somewhat interested.........	2	22	1	13	3	18	5	50	2	20	7	35	7	37	3	17	10	27
Very interested............	2	22	3	38	5	29	2	20	2	20	4	20	4	21	5	28	9	24
Total......................	9	100	8	100	17	100	10	100	10	100	20	100	19	100	18	100	37	100
Information/Guides in Binder Format																		
Not interested at all.......	0	0	0	0	0	0	1	10	1	10	2	10	1	5	1	6	2	5
Not very interested.........	2	22	1	13	3	18	1	10	0	0	1	5	3	16	1	6	4	11
Neutral....................	4	44	4	50	8	47	1	10	4	40	5	25	5	26	8	44	13	35
Somewhat interested.........	2	22	3	38	5	29	6	60	0	0	6	30	8	42	3	17	11	30
Very interested............	1	11	0	0	1	6	1	10	5	50	6	30	2	11	5	28	7	19
Total......................	9	100	8	100	17	100	10	100	10	100	20	100	19	100	18	100	37	100

Canada Parks Service
Results of Guidebook Focus Group Study

Question 12 Purchasing Reasons	Toronto						Montreal						Total					
	Age 18-40		**Age 41-65**		**Total**		**Age 18-40**		**Age 41-65**		**Total**		**Age 18-40**		**Age 41-65**		**Total**	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Use as a Souvenir																		
Not at all important........	1	11	1	11	2	11	2	20	1	10	3	15	3	16	2	11	5	13
Not very important..........	2	22	1	11	3	17	2	20	1	10	3	15	4	21	2	11	6	16
Neutral.....................	3	33	2	22	5	28	3	30	2	20	5	25	6	32	4	21	10	26
Somewhat important..........	2	22	4	44	6	33	3	30	3	30	6	30	5	26	7	37	12	32
Very important..............	1	11	1	11	2	11	0	0	3	30	3	15	1	5	4	21	5	13
Total.....................	9	100	9	100	18	100	10	100	10	100	20	100	19	100	19	100	38	100
For Interpretative Tours																		
Not at all important........	1	11	0	0	1	6	0	0	0	0	0	0	1	5	0	0	1	3
Not very important..........	0	0	0	0	0	0	1	10	2	22	3	16	1	5	2	11	3	8
Neutral.....................	5	56	1	11	6	33	4	40	2	22	6	32	9	47	3	17	12	32
Somewhat important..........	3	33	5	56	8	44	4	40	2	22	6	32	7	37	7	39	14	38
Very important..............	0	0	3	33	3	17	1	10	3	33	4	21	1	5	6	33	7	19
Total.....................	9	100	9	100	18	100	10	100	9	100	19	100	19	100	18	100	37	100
As Guide to Wildlife/Flora																		
Not at all important........	1	11	1	10	2	11	1	10	0	0	1	5	2	11	1	5	3	8
Neutral.....................	3	33	5	50	8	42	1	10	4	40	5	25	4	21	9	45	13	33
Somewhat important..........	5	56	1	10	6	32	6	60	3	30	9	45	11	58	4	20	15	38
Very important..............	0	0	3	30	3	16	2	20	3	30	5	25	2	11	6	30	8	21
Total.....................	9	100	10	100	19	100	10	100	10	100	20	100	19	100	20	100	39	100

Canada Parks Service
Results of Guidebook Focus Group Study

Question 12 Purchasing Reasons	Toronto						Montreal						Total					
	Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
To Find Out What to Wear																		
Not at all important........	0	0	0	0	0	0	4	40	0	0	4	21	4	21	0	0	4	11
Not very important..........	3	33	3	33	6	33	0	0	1	11	1	5	3	16	4	22	7	19
Neutral.....................	4	44	2	22	6	33	3	30	3	33	6	32	7	37	5	28	12	32
Somewhat important..........	0	0	2	22	2	11	3	30	2	22	5	26	3	16	4	22	7	19
Very important..............	2	22	2	22	4	22	0	0	3	33	3	16	2	11	5	28	7	19
Total.......................	9	100	9	100	18	100	10	100	9	100	19	100	19	100	18	100	37	100
Recommendations for Restaurants/Lodging																		
Not very important..........	0	0	0	0	0	0	0	0	1	10	1	5	0	0	1	5	1	3
Neutral.....................	0	0	2	20	2	11	1	10	0	0	1	5	1	5	2	10	3	8
Somewhat important..........	6	67	4	40	10	53	3	30	1	10	4	20	9	47	5	25	14	36
Very important..............	3	33	4	40	7	37	6	60	8	80	14	70	9	47	12	60	21	54
Total.......................	9	100	10	100	19	100	10	100	10	100	20	100	19	100	20	100	39	100
To Understand Parks Regulations																		
Not at all important........	0	0	0	0	0	0	1	10	0	0	1	5	1	5	0	0	1	3
Not very important..........	4	44	0	0	4	22	2	20	0	0	2	10	6	32	0	0	6	16
Neutral.....................	3	33	3	33	6	33	2	20	0	0	2	10	5	26	3	16	8	21
Somewhat important..........	1	11	3	33	4	22	3	30	3	30	6	30	4	21	6	32	10	26
Very important..............	1	11	3	33	4	22	2	20	7	70	9	45	3	16	10	53	13	34
Total.......................	9	100	9	100	18	100	10	100	10	100	20	100	19	100	19	100	38	100

Canada Parks Service
Results of Guidebook Focus Group Study

Question 12 Purchasing Reasons	Toronto						Montreal						Total					
	Age 18-40		Age 41-65		**Total**		Age 18-40		Age 41-65		**Total**		Age 18-40		Age 41-65		**Total**	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
To Have Maps of the Area																		
Not very important..........	0	0	0	0	0	0	1	10	0	0	1	5	1	6	0	0	1	3
Neutral.....................	1	13	1	11	2	12	0	0	1	10	1	5	1	6	2	11	3	8
Somewhat important..........	2	25	1	11	3	18	1	10	1	10	2	10	3	17	2	11	5	14
Very important..............	5	63	7	78	12	71	8	80	8	80	16	80	13	72	15	79	28	76
Total.......................	8	100	9	100	17	100	10	100	10	100	20	100	18	100	19	100	37	100
To See Pictures of the Park																		
Not very important..........	1	11	1	10	2	11	0	0	0	0	0	0	1	5	1	5	2	5
Neutral.....................	2	22	2	20	4	21	3	30	0	0	3	16	5	26	2	11	7	18
Somewhat important..........	1	11	2	20	3	16	4	40	2	22	6	32	5	26	4	21	9	24
Very important..............	5	56	5	50	10	53	3	30	7	78	10	53	8	42	12	63	20	53
Total.......................	9	100	10	100	19	100	10	100	9	100	19	100	19	100	19	100	38	100
To Do Vacation Planning																		
Not at all important........	0	0	1	11	1	6	0	0	0	0	0	0	0	0	1	5	1	3
Not very important..........	0	0	1	11	1	6	1	10	0	0	1	5	1	5	1	5	2	5
Neutral.....................	2	22	2	22	4	22	1	10	1	10	2	10	3	16	3	16	6	16
Somewhat important..........	2	22	2	22	4	22	4	40	1	10	5	25	6	32	3	16	9	24
Very important..............	5	56	3	33	8	44	4	40	8	80	12	60	9	47	11	58	20	53
Total.......................	9	100	9	100	18	100	10	100	10	100	20	100	19	100	19	100	38	100

Canada Parks Service
Results of Guidebook Focus Group Study

Question 12 Purchasing Reasons	Toronto						Montreal						Total					
	Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
To Learn About Countrys Heritage																		
Not at all important........	1	11	1	11	2	11	1	10	0	0	1	5	2	11	1	5	3	8
Not very important..........	1	11	0	0	1	6	2	20	0	0	2	10	3	16	0	0	3	8
Neutral.....................	4	44	3	33	7	39	1	10	0	0	1	5	5	26	3	16	8	21
Somewhat important..........	3	33	4	44	7	39	3	30	4	40	7	35	6	32	8	42	14	37
Very important..............	0	0	1	11	1	6	3	30	6	60	9	45	3	16	7	37	10	26
Total......................	9	100	9	100	18	100	10	100	10	100	20	100	19	100	19	100	38	100
Other																		
Not at all important........	0	0	1	33	1	25	0	0	0	0	0	0	0	0	1	25	1	20
Neutral.....................	1	100	0	0	1	25	0	0	0	0	0	0	1	100	0	0	1	20
Very important..............	0	0	2	67	2	50	0	0	1	100	1	100	0	0	3	75	3	60
Total......................	1	100	3	100	4	100	0	0	1	100	1	100	1	100	4	100	5	100

Canada Parks Service
Results of Guidebook Focus Group Study

Question 13 Importance of Quality	Toronto						Montreal						Total					
	Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Durability																		
Not at all important........	0	0	0	0	0	0	3	30	1	10	4	20	3	16	1	5	4	11
Not very important..........	1	11	1	11	2	11	2	20	2	20	4	20	3	16	3	16	6	16
Somewhat important..........	5	56	4	44	9	50	0	0	2	20	2	10	5	26	6	32	11	29
Very important.............	3	33	4	44	7	39	5	50	5	50	10	50	8	42	9	47	17	45
Total......................	9	100	9	100	18	100	10	100	10	100	20	100	19	100	19	100	38	100
Portability																		
Not very important..........	0	0	1	11	1	6	2	20	1	11	3	16	2	11	2	11	4	11
Somewhat important..........	3	33	3	33	6	33	0	0	0	0	0	0	3	16	3	17	6	16
Very important.............	6	67	5	56	11	61	8	80	8	89	16	84	14	74	13	72	27	73
Total......................	9	100	9	100	18	100	10	100	9	100	19	100	19	100	18	100	37	100

Canada Parks Service
Results of Guidebook Focus Group Study

Question 14 Additional Content	Toronto						Montreal						Total					
	Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Background/History of the National Park																		
Not interested at all.......	0	0	2	22	2	11	0	0	0	0	0	0	0	0	2	11	2	5
Not very interested.........	2	22	0	0	2	11	2	20	1	10	3	15	4	21	1	5	5	13
Neutral.....................	5	56	3	33	8	44	4	40	2	20	6	30	9	47	5	26	14	37
Somewhat interested.........	2	22	3	33	5	28	3	30	5	50	8	40	5	26	8	42	13	34
Very interested.............	0	0	1	11	1	6	1	10	2	20	3	15	1	5	3	16	4	11
Total.......................	9	100	9	100	18	100	10	100	10	100	20	100	19	100	19	100	38	100
Information on the Surroundings																		
Not interested at all.......	0	0	1	10	1	5	0	0	0	0	0	0	0	0	1	5	1	3
Not very interested.........	1	11	0	0	1	5	0	0	0	0	0	0	1	5	0	0	1	3
Neutral.....................	7	78	3	30	10	53	2	20	1	11	3	16	9	47	4	21	13	34
Somewhat interested.........	0	0	4	40	4	21	6	60	5	56	11	58	6	32	9	47	15	39
Very interested.............	1	11	2	20	3	16	2	20	3	33	5	26	3	16	5	26	8	21
Total.......................	9	100	10	100	19	100	10	100	9	100	19	100	19	100	19	100	38	100
Photos of Scenic Areas																		
Not very interested.........	0	0	1	11	1	6	1	10	1	11	2	11	1	5	2	11	3	8
Neutral.....................	3	33	0	0	3	17	4	40	2	22	6	32	7	37	2	11	9	24
Somewhat interested.........	4	44	6	67	10	56	4	40	4	44	8	42	8	42	10	56	18	49
Very interested.............	2	22	2	22	4	22	1	10	2	22	3	16	3	16	4	22	7	19
Total.......................	9	100	9	100	18	100	10	100	9	100	19	100	19	100	18	100	37	100

Canada Parks Service
Results of Guidebook Focus Group Study

Question 14 Additional Content	Toronto						Montreal						Total					
	Age 18-40		Age 41-65		**Total**		Age 18-40		Age 41-65		**Total**		Age 18-40		Age 41-65		**Total**	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Maps of the Trails																		
Not very interested.........	0	0	0	0	0	0	0	0	1	10	1	5	0	0	1	5	1	3
Neutral.....................	2	22	2	22	4	22	2	20	0	0	2	10	4	21	2	11	6	16
Somewhat interested.........	3	33	5	56	8	44	3	30	5	50	8	40	6	32	10	53	16	42
Very interested.............	4	44	2	22	6	33	5	50	4	40	9	45	9	47	6	32	15	39
Total......................	9	100	9	100	18	100	10	100	10	100	20	100	19	100	19	100	38	100
Photos of People in the Park																		
Not interested at all.......	2	22	2	22	4	22	1	10	2	22	3	16	3	16	4	22	7	19
Not very interested.........	3	33	5	56	8	44	4	40	2	22	6	32	7	37	7	39	14	38
Neutral.....................	3	33	2	22	5	28	3	30	2	22	5	26	6	32	4	22	10	27
Somewhat interested.........	1	11	0	0	1	6	1	10	1	11	2	11	2	11	1	6	3	8
Very interested.............	0	0	0	0	0	0	1	10	2	22	3	16	1	5	2	11	3	8
Total......................	9	100	9	100	18	100	10	100	9	100	19	100	19	100	18	100	37	100
Photos of Wildlife/Flora																		
Not very interested.........	2	22	0	0	2	11	2	22	0	0	2	11	4	22	0	0	4	11
Neutral.....................	3	33	5	50	8	42	1	11	3	30	4	21	4	22	8	40	12	32
Somewhat interested.........	3	33	3	30	6	32	2	22	3	30	5	26	5	28	6	30	11	29
Very interested.............	1	11	2	20	3	16	4	44	4	40	8	42	5	28	6	30	11	29
Total......................	9	100	10	100	19	100	9	100	10	100	19	100	18	100	20	100	38	100

Canada Parks Service
Results of Guidebook Focus Group Study

Question 14 Additional Content	Toronto						Montreal						Total					
	Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Aerial Photos of the Park																		
Not interested at all.......	0	0	0	0	0	0	2	20	0	0	2	10	2	11	0	0	2	5
Not very interested.........	0	0	2	20	2	11	2	20	3	30	5	25	2	11	5	25	7	18
Neutral.....................	3	33	3	30	6	32	4	40	1	10	5	25	7	37	4	20	11	28
Somewhat interested.........	4	44	2	20	6	32	2	20	3	30	5	25	6	32	5	25	11	28
Very interested.............	2	22	3	30	5	26	0	0	3	30	3	15	2	11	6	30	8	21
Total.......................	9	100	10	100	19	100	10	100	10	100	20	100	19	100	20	100	39	100
Artistic Photos																		
Not interested at all.......	0	0	0	0	0	0	0	0	2	20	2	10	0	0	2	11	2	5
Not very interested.........	0	0	0	0	0	0	4	40	0	0	4	20	4	21	0	0	4	11
Neutral.....................	4	44	4	44	8	44	2	20	0	0	2	10	6	32	4	21	10	26
Somewhat interested.........	2	22	2	22	4	22	3	30	6	60	9	45	5	26	8	42	13	34
Very interested.............	3	33	3	33	6	33	1	10	2	20	3	15	4	21	5	26	9	24
Total.......................	9	100	9	100	18	100	10	100	10	100	20	100	19	100	19	100	38	100
Description of Historic Sites																		
Not interested at all.......	1	11	0	0	1	6	1	10	0	0	1	5	2	11	0	0	2	5
Not very interested.........	0	0	1	11	1	6	2	20	0	0	2	10	2	11	1	5	3	8
Neutral.....................	5	56	3	33	8	44	1	10	0	0	1	5	6	32	3	16	9	24
Somewhat interested.........	3	33	3	33	6	33	4	40	5	50	9	45	7	37	8	42	15	39
Very interested.............	0	0	2	22	2	11	2	20	5	50	7	35	2	11	7	37	9	24
Total.......................	9	100	9	100	18	100	10	100	10	100	20	100	19	100	19	100	38	100

Canada Parks Service
Results of Guidebook Focus Group Study

Question 14 Additional Content	Toronto						Montreal						Total					
	Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Information on Swimming and Boating																		
Neutral....................	3	33	5	50	8	42	2	20	2	20	4	20	5	26	7	35	12	31
Somewhat interested.........	3	33	3	30	6	32	3	30	4	40	7	35	6	32	7	35	13	33
Very interested.............	3	33	2	20	5	26	5	50	4	40	9	45	8	42	6	30	14	36
Total......................	9	100	10	100	19	100	10	100	10	100	20	100	19	100	20	100	39	100
How to Get to the Park																		
Neutral....................	0	0	0	0	0	0	0	0	1	10	1	5	0	0	1	5	1	3
Somewhat interested.........	5	56	4	40	9	47	1	10	2	20	3	15	6	32	6	30	12	31
Very interested.............	4	44	6	60	10	53	9	90	7	70	16	80	13	68	13	65	26	67
Total......................	9	100	10	100	19	100	10	100	10	100	20	100	19	100	20	100	39	100
Information on Campgrounds																		
Not interested at all.......	0	0	0	0	0	0	1	10	0	0	1	5	1	5	0	0	1	3
Not very interested.........	1	11	1	11	2	11	1	10	1	10	2	10	2	11	2	11	4	11
Neutral....................	2	22	1	11	3	17	0	0	5	50	5	25	2	11	6	32	8	21
Somewhat interested.........	2	22	4	44	6	33	4	40	0	0	4	20	6	32	4	21	10	26
Very interested.............	4	44	3	33	7	39	4	40	4	40	8	40	8	42	7	37	15	39
Total......................	9	100	9	100	18	100	10	100	10	100	20	100	19	100	19	100	38	100

Canada Parks Service
Results of Guidebook Focus Group Study

Question 14 Additional Content	Toronto						Montreal						Total					
	Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Things to Be Careful of																		
Not interested at all.......	0	0	0	0	0	0	1	10	0	0	1	5	1	5	0	0	1	3
Not very interested.........	0	0	1	10	1	5	1	10	1	10	2	10	1	5	2	10	3	8
Neutral.....................	3	33	1	10	4	21	1	10	2	20	3	15	4	21	3	15	7	18
Somewhat interested.........	4	44	4	40	8	42	3	30	4	40	7	35	7	37	8	40	15	38
Very interested.............	2	22	4	40	6	32	4	40	3	30	7	35	6	32	7	35	13	33
Total.......................	9	100	10	100	19	100	10	100	10	100	20	100	19	100	20	100	39	100
Climactic information																		
Not interested at all.......	0	0	0	0	0	0	0	0	1	10	1	5	0	0	1	5	1	3
Not very interested.........	2	22	0	0	2	11	2	20	0	0	2	10	4	21	0	0	4	10
Neutral.....................	3	33	1	10	4	21	1	10	3	30	4	20	4	21	4	20	8	21
Somewhat interested.........	3	33	4	40	7	37	4	40	2	20	6	30	7	37	6	30	13	33
Very interested.............	1	11	5	50	6	32	3	30	4	40	7	35	4	21	9	45	13	33
Total.......................	9	100	10	100	19	100	10	100	10	100	20	100	19	100	20	100	39	100
Other																		
Neutral.....................	1	50	0	0	1	25	0	0	0	0	0	0	1	50	0	0	1	17
Somewhat interested.........	0	0	1	50	1	25	0	0	0	0	0	0	0	0	1	25	1	17
Very interested.............	1	50	1	50	2	50	0	0	2	100	2	100	1	50	3	75	4	67
Total.......................	2	100	2	100	4	100	0	0	2	100	2	100	2	100	4	100	6	100

Canada Parks Service
Results of Guidebook Focus Group Study

Q15: Price Levels Acceptable	Toronto						Montreal						Total					
	Age 18-40		Age 41-65		**Total**		Age 18-40		Age 41-65		**Total**		Age 18-40		Age 41-65		**Total**	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Current Canadian Guidebooks																		
Less than $6................	6	67	1	13	7	41	7	70	4	50	11	61	13	68	5	31	18	51
$6.-8.99....................	3	33	7	88	10	59	1	10	4	50	5	28	4	21	11	69	15	43
$9.-11.99...................	0	0	0	0	0	0	1	10	0	0	1	6	1	5	0	0	1	3
$12.-14.99..................	0	0	0	0	0	0	1	10	0	0	1	6	1	5	0	0	1	3
Total......................	9	100	8	100	17	100	10	100	8	100	18	100	19	100	16	100	35	100
Guidebooks Based on the U.S. Format																		
Less than $6................	7	78	5	63	12	71	6	67	3	38	9	53	13	72	8	50	21	62
$6.-8.99....................	2	22	3	38	5	29	1	11	4	50	5	29	3	17	7	44	10	29
$9.-11.99...................	0	0	0	0	0	0	2	22	1	13	3	18	2	11	1	6	3	9
Total......................	9	100	8	100	17	100	9	100	8	100	17	100	18	100	16	100	34	100
Theme Books (9x12/softcover/48p)																		
Less than $6................	5	63	2	29	7	47	8	89	3	43	11	69	13	76	5	36	18	58
$6.-8.99....................	3	38	4	57	7	47	0	0	4	57	4	25	3	18	8	57	11	35
$9.-11.99...................	0	0	1	14	1	7	1	11	0	0	1	6	1	6	1	7	2	6
Total......................	8	100	7	100	15	100	9	100	7	100	16	100	17	100	14	100	31	100

Canada Parks Service
Results of Guidebook Focus Group Study

Q15: Price Levels Acceptable	Toronto						Montreal						Total					
	Age 18-40		**Age 41-65**		**Total**		**Age 18-40**		**Age 41-65**		**Total**		**Age 18-40**		**Age 41-65**		**Total**	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Theme Books (9x12/softcover/96p)																		
Less than $6................	4	57	2	33	6	46	5	71	2	40	7	58	9	64	4	36	13	52
$6.-8.99....................	1	14	2	33	3	23	1	14	2	40	3	25	2	14	4	36	6	24
$9.-11.99...................	2	29	0	0	2	15	0	0	0	0	0	0	2	14	0	0	2	8
$12.-14.99..................	0	0	2	33	2	15	1	14	1	20	2	17	1	7	3	27	4	16
Total.......................	7	100	6	100	13	100	7	100	5	100	12	100	14	100	11	100	25	100
New Guidebook Series (9X12/softcover/48p)																		
Less than $6................	3	38	2	29	5	33	6	67	2	29	8	50	9	53	4	29	13	42
$6.-8.99....................	4	50	5	71	9	60	0	0	3	43	3	19	4	24	8	57	12	39
$9.-11.99...................	1	13	0	0	1	7	3	33	1	14	4	25	4	24	1	7	5	16
$12.-14.99..................	0	0	0	0	0	0	0	0	1	14	1	6	0	0	1	7	1	3
Total.......................	8	100	7	100	15	100	9	100	7	100	16	100	17	100	14	100	31	100
Parks Guides in Binder Format																		
Less than $6................	2	22	4	50	6	35	7	78	1	14	8	50	9	50	5	33	14	42
$6.-8.99....................	4	44	1	13	5	29	2	22	5	71	7	44	6	33	6	40	12	36
$9.-11.99...................	1	11	3	38	4	24	0	0	0	0	0	0	1	6	3	20	4	12
$12.-14.99..................	1	11	0	0	1	6	0	0	1	14	1	6	1	6	1	7	2	6
$15. or over................	1	11	0	0	1	6	0	0	0	0	0	0	1	6	0	0	1	3
Total.......................	9	100	8	100	17	100	9	100	7	100	16	100	18	100	15	100	33	100

Canada Parks Service
Results of Guidebook Focus Group Study

Q15: Price Levels Acceptable	Toronto						Montreal						Total					
	Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Parks Calendar																		
Less than $6..............	8	89	4	50	12	71	9	100	5	63	14	82	17	94	9	56	26	76
$6.-8.99..................	0	0	3	38	3	18	0	0	2	25	2	12	0	0	5	31	5	15
$9.-11.99.................	1	11	1	13	2	12	0	0	0	0	0	0	1	6	1	6	2	6
$15. or over..............	0	0	0	0	0	0	0	0	1	13	1	6	0	0	1	6	1	3
Total....................	9	100	8	100	17	100	9	100	8	100	17	100	18	100	16	100	34	100
Parks Posters																		
Less than $6..............	6	67	7	88	13	76	9	100	6	75	15	88	15	83	13	81	28	82
$6.-8.99..................	3	33	0	0	3	18	0	0	1	13	1	6	3	17	1	6	4	12
$9.-11.99.................	0	0	1	13	1	6	0	0	0	0	0	0	0	0	1	6	1	3
$15. or over..............	0	0	0	0	0	0	0	0	1	13	1	6	0	0	1	6	1	3
Total....................	9	100	8	100	17	100	9	100	8	100	17	100	18	100	16	100	34	100

Canada Parks Service
Results of Guidebook Focus Group Study

Background Information	Toronto						Montreal						Total					
	Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total		Age 18-40		Age 41-65		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Number of Visits in Past Five Years																		
0..........................	0	0	2	20	2	11	0	0	0	0	0	0	0	0	2	11	2	5
1-5 visits..................	4	50	5	50	9	50	7	70	4	44	11	58	11	61	9	47	20	54
6-10 visits.................	1	13	2	20	3	17	1	10	3	33	4	21	2	11	5	26	7	19
over 10 visits..............	3	38	1	10	4	22	2	20	2	22	4	21	5	28	3	16	8	22
Total....................	8	100	10	100	18	100	10	100	9	100	19	100	18	100	19	100	37	100
Age Categories																		
18-25.......................	1	13	0	0	1	6	0	0	0	0	0	0	1	6	0	0	1	3
26-30.......................	4	50	0	0	4	22	2	20	0	0	2	11	6	33	0	0	6	16
31-40.......................	3	38	0	0	3	17	7	70	0	0	7	37	10	56	0	0	10	27
41-50.......................	0	0	3	30	3	17	1	10	4	44	5	26	1	6	7	37	8	22
51-60.......................	0	0	5	50	5	28	0	0	4	44	4	21	0	0	9	47	9	24
61-65.......................	0	0	1	10	1	6	0	0	1	11	1	5	0	0	2	11	2	5
65 and over.................	0	0	1	10	1	6	0	0	0	0	0	0	0	0	1	5	1	3
Total....................	8	100	10	100	18	100	10	100	9	100	19	100	18	100	19	100	37	100
Sex																		
male........................	4	50	5	50	9	50	5	50	3	33	8	42	9	50	8	42	17	46
female......................	4	50	5	50	9	50	5	50	6	67	11	58	9	50	11	58	20	54
Total....................	8	100	10	100	18	100	10	100	9	100	19	100	18	100	19	100	37	100
Highest Level of Education																		
High school.................	1	13	5	50	6	33	5	50	2	22	7	37	6	33	7	37	13	35
Some community college......	1	13	0	0	1	6	1	10	2	22	3	16	2	11	2	11	4	11
Some university.............	1	13	2	20	3	17	1	10	2	22	3	16	2	11	4	21	6	16
Community college graduate..	1	13	1	10	2	11	0	0	1	11	1	5	1	6	2	11	3	8
University graduate.........	4	50	1	10	5	28	3	30	1	11	4	21	7	39	2	11	9	24
Post graduate...............	0	0	1	10	1	6	0	0	1	11	1	5	0	0	2	11	2	5
Total....................	8	100	10	100	18	100	10	100	9	100	19	100	18	100	19	100	37	100

APPENDIX V

EXECUTIVE SURVEY QUESTIONNAIRE

CANADIAN PARKS SERVICE
EXECUTIVE SURVEY

March, 1988

Please complete and return to:

The Coopers & Lybrand Consulting Group
55 Metcalfe Street, 12th Floor
Ottawa, Ontario
K1P 6L5

The Coopers & Lybrand Consulting Group
55 Metcalfe Street, 12th Floor
Ottawa, Ontario
K1P 6L5

FOR OFFICE USE ONLY

Card No.:
Resp. No.: _ _ _ _

SURVEY OF EXECUTIVES FOR THE CANADIAN PARKS SERVICE

GENERAL INSTRUCTIONS

The objective of this survey is to obtain your opinions on the publishing and marketing of guidebooks for national and historic parks including the series published by the Canadian Parks Service (a copy of which is enclosed) and future possible publications. A copy of a U.S. publication is also enclosed as an example of a possible alternative publishing format. The Canadian publication is labelled "A", the U.S. publication is labelled "B".

We have tried to design this questionnaire so that a minimum amount of effort is required on your part. In most cases, you will answer by circling a number which corresponds to a pre-listed response category. In other cases, you will need to print your answer. In a few cases, you may need to do both.

To guide you through the questionnaire, each question is followed by its own set of instructions printed in bold face.

If you have any difficulties or enquiries about how to answer a particular question, please feel free to make a collect call to either Kevin Loiselle or Doug Meredith of The Coopers & Lybrand Consulting Group at (613) 237-3702 or Scott Patterson at (514) 458-4157.

Please note that most of the product and marketing concepts described in this questionnaire were developed by The Coopers & Lybrand Consulting Group and are not necessarily ideas which the Canadian Parks Service is actively considering.

Please note:

Your information given in this survey will be treated confidentially in accordance with the provisions of the Access to Information and Privacy Acts. Your participation is voluntary and by doing so, you will be letting us know about your needs and preferences.

Access to the summary information obtained in these interviews can be obtained by contacting the Director, Visitor Activities Branch, Canadian Parks Service (819) 997-4932, or the Canadian Parks Service Access to Information Coordinator (819) 953-5513, quoting the registration number shown at the bottom of this document.

Once again, thank you for your help.

Registration #: DOE-PKS-005-02937

SECTION A: PUBLISHING OPTIONS

1. a) How would you rate the enclosed Canadian guidebook (labelled "A") on each of the following characteristics? **CIRCLE A NUMBER BETWEEN 1 AND 10 BESIDE EACH OF THE CHARACTERISTICS USING THE FOLLOWING RATING SCALE:**

Canadian Series (Publication A)

	Poor									Excellent
Design	1	2	3	4	5	6	7	8	9	10
Information content	1	2	3	4	5	6	7	8	9	10
Photo content	1	2	3	4	5	6	7	8	9	10
Packaging format	1	2	3	4	5	6	7	8	9	10
Value for money (retail is $8.95)	1	2	3	4	5	6	7	8	9	10
Overall quality	1	2	3	4	5	6	7	8	9	10

b) How would you rate the enclosed U.S. publication (labelled "B") on the following characteristics? **CIRCLE A NUMBER BETWEEN 1 AND 10 BESIDE EACH OF THE CHARACTERISTICS USING THE FOLLOWING RATE SCALE:**

U.S. Series (Publication B)

	Poor									Excellent
Design	1	2	3	4	5	6	7	8	9	10
Information content	1	2	3	4	5	6	7	8	9	10
Photo content	1	2	3	4	5	6	7	8	9	10
Packaging format	1	2	3	4	5	6	7	8	9	10
Value for money (retail is $4.50 U.S., i.e. $5.90)	1	2	3	4	5	6	7	8	9	10
Overall quality	1	2	3	4	5	6	7	8	9	10

2. a) Would you like to see the Canadian guidebook (publication A) revised or improved to enhance its marketability? **CIRCLE ONE NUMBER.**

Yes	1	
No	2	SKIP TO QUESTION 3

b) How can the Canadian guidebook be improved?

____

____

____

3. a) In your opinion, would a Canadian adaptation of the U.S. format (e.g., publication B) improve the marketability of the Canadian guidebook series? **CIRCLE ONE NUMBER.**

Yes 1
No 2 **SKIP TO QUESTION 4**

b) How could a Canadian adaptation of the U.S. format improve the marketability?

____

____

____

4. a) How interested do you think the buying public would be in the following publishing topics? **CIRCLE A NUMBER BETWEEN 1 AND 5 BESIDE EACH TOPIC USING THE FOLLOWING SCALE:**

	Not Interested At All				**Very Interested**
Native Culture books	1	2	3	4	5
Canadian scenic areas books	1	2	3	4	5
Wildlife books	1	2	3	4	5
Historical heritage books	1	2	3	4	5

b) What other publishing topics would be of interest to the buying public?

____

____

c) How interested do you think the buying public would be in the following publishing products? **CIRCLE A NUMBER BETWEEN 1 AND 5 BESIDE EACH PRODUCT USING THE FOLLOWING SCALE**

	Not Interested At All				**Very Interested**
National Parks Calendar	1	2	3	4	5
Canadian Parks Service illustrated history book	1	2	3	4	5
Parks posters	1	2	3	4	5
Large format, softcover parks book series similar to example B	1	2	3	4	5

d) Are there any other related products which you would like to see introduced by the Canadian Parks Services?

____

____

____

SECTION B: MARKETING OPTIONS

5. a) Have you received promotional material or sales contacts about the Guidebooks in the last year (i.e., 1987 to present)? **CIRCLE ONE NUMBER.**

Yes 1
No 2 **GO TO QUESTION 5(d)**

b) If yes, please describe.

____

____

____

c) How would you describe the promotion material or contacts you received? **PLEASE CIRCLE ONE NUMBER ON EACH LINE.**

	Poor				Excellent
Quality of promotional materials	1	2	3	4	5
Quality of sales contacts	1	2	3	4	5
Consistency and frequency of contacts	1	2	3	4	5
Overall usefulness of promotional efforts	1	2	3	4	5

d) How effective do you think the following types of marketing initiatives would be in support of the sales of a Canadian guidebook series? **PLEASE CIRCLE ONE NUMBER ON EACH LINE.**

	Not at all Effective	**Not very** Effective	**Somewhat** Effective	**Very** Effective
Direct Mail Promotions	1	2	3	4
Telephone Sales Contacts	1	2	3	4
In-person sales Contacts	1	2	3	4
Other (please describe)	1	2	3	4
______________	1	2	3	4
______________	1	2	3	4
______________	1	2	3	4

6. a) Has your organization sold travel related guidebooks to the public in the past year? **PLEASE CIRCLE ONE NUMBER.**

Yes 1

No 2 **GO TO QUESTION 7**

b) How do you sell the guidebooks (e.g., over the counter, by mail, etc.)? **Please describe.**

____

____

____

c) Please describe the types of promotional efforts you use in support of the guidebook sales.

____

____

____

d) Does your organization respond to customer inquiries, regarding guidebook purchases? **PLEASE CIRCLE ONE NUMBER.**

Yes	1	
No	2	**GO TO QUESTION 7**

e) With respect to customer purchase inquiries which type do you respond to most frequently? **PLEASE CIRCLE ONLY ONE NUMBER BELOW.**

Mail inquiries	1
Telephone inquiries	2
Over the counter/in person inquiries	3

7. Based on your perception of market demand for guidebooks similar to the enclosed, how important are each of the following uses for purchasing these guidebooks? **CIRCLE ONE NUMBER ON EACH LINE.**

	Not at all important				**Very Important**
To use as a souvenir	1	2	3	4	5
For interpretive tours	1	2	3	4	5
As a guide to wildlife/ flora	1	2	3	4	5
To find out what to wear	1	2	3	4	5

7. (continued)

	Not at all important				Very Important
Recommendations for restaurants/lodging in area	1	2	3	4	5
To understand park regulations	1	2	3	4	5
To have maps of the area	1	2	3	4	5
To see pictures of what the park has to offer	1	2	3	4	5
To learn about the park for vacation planning	1	2	3	4	5
To learn about the country's heritage	1	2	3	4	5
Other (specify) ______________________	1	2	3	4	5
______________________	1	2	3	4	5

8. In your opinion, at what price levels should Guidebooks and alternative publishing options be offered? **CIRCLE ONE NUMBER ON EACH LINE.**

	Less than $6	$6-8.99	$9-11.99	$12-14.99	$15 or over
Current guidebooks (e.g., Publication A)	1	2	3	4	5
Guidebooks based on the U.S. format (e.g., Publication B)	1	2	3	4	5
Special theme books e.g., on Native Culture (9x12/softcover/48pg)	1	2	3	4	5
(" " /96pg)	1	2	3	4	5
A new guidebook series (9x12/softcover/48pg)	1	2	3	4	5
Parks calendar	1	2	3	4	5
Parks posters	1	2	3	4	5

9. a) In your opinion, how effective would these marketing options or

distribution channels be for the existing Canadian Parks Service guidebook series? **CIRCLE ONE NUMBER PER LINE.**

	Not at all Effective	**Not very** Effective	**Somewhat** Effective	**Very** Effective
On-site at National Parks	1	2	3	4
Retail Book Stores	1	2	3	4
Direct mail	1	2	3	4
National Parks Sites	1	2	3	4
Prime Airport Terminals	1	2	3	4
VIA Rail Network	1	2	3	4
Prime Trainstations	1	2	3	4
Tourism Canada Network	1	2	3	4
Travel Agencies	1	2	3	4
Other (please specify)	1	2	3	4
____________________	1	2	3	4
____________________	1	2	3	4

10. a) Do you believe that point-of-purchase promotion and displays would be effective for promoting the current Canadian guidebook series?

Yes 1

No 2

Please comment on your answer. ____

____

b) Do you believe that point-of-purchase promotion and displays would be effective for promoting a Canadian series based on the U.S. format (publication B)?

Yes 1

No 2

Please comment on your answer.____

____

____

11. Do you feel that corporate sponsorship should be used with regard to the marketing of Canadian Parks Service publications?

Yes 1

No 2

Please comment on your answer. ______________________________

____

____

12. How useful would the following publications be for advertising the current or potential new guidebook series? **CIRCLE ONE NUMBER ON EACH LINE.**

	Not at all Useful	**Not very Useful**	**Somewhat Useful**	**Very Useful**	**Don't Know/ Not Sure**
CAA Touring and Travel	1	2	3	4	5
Canadian Geographic	1	2	3	4	5
Outdoor Canada	1	2	3	4	5
Ontario Out-of-Doors	1	2	3	4	5
B.C. Outdoors	1	2	3	4	5
Fly Fisherman	1	2	3	4	5
Equinox	1	2	3	4	5
Outdoor Life Book Club	1	2	3	4	5
Nature Books	1	2	3	4	5
Canadian Heritage	1	2	3	4	5
Harrowsmith	1	2	3	4	5
Explore	1	2	3	4	5
Backpacker Camping	1	2	3	4	5
Macleans	1	2	3	4	5
En route	1	2	3	4	5
Other (please specify)	1	2	3	4	5
______________	1	2	3	4	5
______________	1	2	3	4	5

13. Do you have any other comments or ideas about the Canadian Parks Services guidebook series or alternative products?

14. Please indicate below if there is a time of day, or day of the week that is particularly convenient for us to contact you for the follow-up phone survey. We would be glad to contact you in the evening if that is most convenient. The phone survey will be conducted during the next few weeks.

Name:

Convenient times (Please check or write in a date)

	Mon	**Tues**	**Wed**	**Thurs**	**Fri**	**Sat**
Morning						
Afternoon						
Evening						

Phone numbers: Work (   )
Home (   )

We will make every effort to contact you at your preferred times.

You are welcome to keep the guidebooks which were enclosed with this survey and we ask that you mail this questionnaire back to us in the return envelope at your earliest convenience.

THANK YOU FOR YOUR COOPERATION

TABULATED EXECUTIVE SURVEY RESULTS

Survey of Executives for the Canadian Parks Service

Section A: Publishing Options

1 a) **How would you rate the enclosed Canadian guidebook on each of the following characteristics ?**

Design

	Total	%	Total 1-5	%	Total 6-10	%
1 Poor		0%				
2		0%				
3	2	10%				
4	1	5%				
5	2	10%	5	25%		
6	4	20%				
7	2	10%				
8	7	35%				
9		0%				
10 Excellent		0%			13	65%
No reply	2	10%				
Total	20	100%				

Information Content

	Total	%	Total 1-5	%	Total 6-10	%
1 Poor		0%				
2		0%				
3		0%				
4		0%				
5		0%	0	0%		
6	1	5%				
7	1	5%				
8	6	30%				
9	8	40%				
10 Excellent	2	10%			18	90%
No reply	2	10%				
Total	20	100%				

Photo Content

	Total	%	Total 1-5	%	Total 6-10	%
1 Poor		0%				
2	1	5%				
3	3	15%				
4	1	5%				
5	4	20%	9	45%		
6	4	20%				
7	2	10%				
8	1	5%				
9	2	10%				
10 Excellent		0%			9	45%
No reply	2	10%				
Total	20	100%				

Survey of Executives for the Canadian Parks Service

Section A: Publishing Options

1 a) How would you rate the enclosed Canadian guidebook on each of the following characteristics ?

Packaging format

	Total	%	Total 1-5	%	Total 6-10	%
1 Poor		0%				
2		0%				
3	1	5%				
4	1	5%				
5	3	15%	5	25%		
6	3	15%				
7	4	20%				
8	4	20%				
9	1	5%				
10 Excellent	1	5%			13	65%
No reply	2	10%				
Total	20	100%				

Value for money ($8.95)

	Total	%	Total 1-5	%	Total 6-10	%
1 Poor		0%				
2		0%				
3		0%				
4	2	10%				
5	1	5%	3	15%		
6	2	10%				
7	3	15%				
8	6	30%				
9	3	15%				
10 Excellent	1	5%			15	75%
No reply	2	10%				
Total	20	100%				

Overall quality

	Total	%	Total 1-5	%	Total 6-10	%
1 Poor		0%				
2		0%				
3		0%				
4	1	5%				
5	1	5%	2	10%		
6	3	15%				
7	5	25%				
8	5	25%				
9	1	5%				
10 Excellent	2	10%			16	80%
No reply	2	10%				
Total	20	100%				

Survey of Executives for the Canadian Parks Service

Section A: Publishing Options

1 b) How would you rate the enclosed U.S. publication on the following characteristics ?

Design

	Total	%	Total 1-5	%	Total 6-10	%
1 Poor		0%				
2		0%				
3	2	10%				
4	1	5%				
5	3	15%	6	30%		
6	2	10%				
7	3	15%				
8	5	25%				
9	1	5%				
10 Excellent	2	10%			13	65%
No reply	1	5%				
Total	20	100%				

Information Content

	Total	%	Total 1-5	%	Total 6-10	%
1 Poor	1	5%				
2		0%				
3	1	5%				
4	1	5%				
5	5	25%	8	40%		
6	4	20%				
7	4	20%				
8	2	10%				
9	1	5%				
10 Excellent		0%			11	55%
No reply	1	5%				
Total	20	100%				

Photo Content

	Total	%	Total 1-5	%	Total 6-10	%
1 Poor		0%				
2		0%				
3		0%				
4		0%				
5	1	5%	1	5%		
6	1	5%				
7	1	5%				
8	6	30%				
9	3	15%				
10 Excellent	7	35%			18	90%
No reply	1	5%				
Total	20	100%				

Survey of Executives for the Canadian Parks Service

Section A: Publishing Options

1 b) How would you rate the enclosed U.S. publication on the following characteristics ?

Packaging format

	Total	%	Total 1-5	%	Total 6-10	%
1 Poor	1	5%				
2		0%				
3	3	15%				
4		0%				
5	5	25%	9	45%		
6	2	10%				
7	2	10%				
8	4	20%				
9	1	5%				
10 Excellent	1	5%			10	50%
No reply	1	5%				
Total	20	100%				

Value for money ($5.95)

	Total	%	Total 1-5	%	Total 6-10	%
1 Poor		0%				
2		0%				
3	1	5%				
4	1	5%				
5		0%	2	10%		
6	4	20%				
7	1	5%				
8	6	30%				
9	2	10%				
10 Excellent	4	20%			17	85%
No reply	1	5%				
Total	20	100%				

Overall Quality

	Total	%	Total 1-5	%	Total 6-10	%
1 Poor		0%				
2		0%				
3		0%				
4	1	5%				
5	3	15%	4	20%		
6	3	15%				
7	4	20%				
8	5	25%				
9		0%				
10 Excellent	3	15%			15	75%
No reply	1	5%				
Total	20	100%				

Section A: Publishing Options

2a) Would you like to see the Canadian guidebook revised or improved to enhance its marketability ?

	Total	%
Yes	13	65%
No	5	25%
No reply	2	10%
Total	20	100%

3a) In your opinion, would a Canadian adaptation of the U.S. format improve the marketability of the Canadian guidebook series ?

	Total	%
Yes	8	40%
No	9	45%
No reply	3	15%
Total	20	100%

4a) How interested do you think the buying public would be in the following publishing topics ?

Native Culture books

	Total	%
1 Not at all interested		0%
2	7	35%
3	6	30%
4	5	25%
5 Very interested	2	10%
No reply		0%
Total	20	100%

Canadian scenic areas books

	Total	%
1 Not at all interested		0%
2		0%
3	2	10%
4	10	50%
5 Very interested	8	40%
No reply		0%
Total	20	100%

Section A: Publishing Options

4a) How interested do you think the buying public would be in the following publishing topics ?

Wildlife books

	Total	%
1 Not at all interested		0%
2		0%
3	4	20%
4	7	35%
5 Very interested	9	45%
No reply		0%
Total	20	100%

Historical heritage books

	Total	%
1 Not at all interested		0%
2	1	5%
3	8	40%
4	6	30%
5 Very interested	4	20%
No reply	1	5%
Total	20	100%

4c) How interested do you think the buying public would be in the following publishing products ?

National Parks Calendar

	Total	%
1 Not at all interested	2	10%
2	2	10%
3	6	30%
4	7	35%
5 Very interested	3	15%
No reply		0%
Total	20	100%

Canadian Parks Service illustrated history book

	Total	%
1 Not at all interested		0%
2	8	40%
3	7	35%
4	2	10%
5 Very interested	2	10%
No reply	1	5%
Total	20	100%

Section A: Publishing Options

4c) **How interested do you think the buying public would be in the following publishing products ?**

Parks posters

	Total	%
1 Not at all interested	1	5%
2	5	25%
3	4	20%
4	7	35%
5 Very interested	3	15%
No reply		0%
Total	20	100%

Large format, softcover parks book series

	Total	%
1 Not at all interested	3	15%
2	2	10%
3	2	10%
4	9	45%
5 Very interested	4	20%
No reply		0%
Total	20	100%

Section B Marketing Options

5a) Have you received promotional material or sales contacts about the Guidebooks in the last year ?

	Total	%
Yes	4	20%
No	15	75%
No reply	1	5%
Total	20	100%

5c) How would you describe the promotional material or contacts you received ?

Quality of promotional material

	Total	%
1 Poor	2	10%
2		0%
3	2	10%
4		0%
5 Excellent		0%
No reply	16	80%
Total	20	100%

Quality of sales contacts

	Total	%
1 Poor	2	10%
2		0%
3	1	5%
4	1	5%
5 Excellent		0%
No reply	16	80%
Total	20	100%

Consistency and frequency of contacts

	Total	%
1 Poor	2	10%
2		0%
3	2	10%
4		0%
5 Excellent		0%
No reply	16	80%
Total	20	100%

Overall usefulness of promotional efforts

	Total	%
1 Poor	2	10%
2		0%
3	2	10%
4		0%
5 Excellent		0%
No reply	16	80%
Total	20	100%

Section B Marketing Options

5d) **How effective do you think the following types of marketing initiatives would be in support of the sales of a Canadian guidebook series ?**

Direct mail promotions

	Total	%
1 Not at all effective		0%
2 Not very effective	4	20%
3 Somewhat effective	9	45%
4 Very effective	6	30%
No reply	1	5%
Total	20	100%

Telephone sales contacts

	Total	%
1 Not at all effective	4	20%
2 Not very effective	7	35%
3 Somewhat effective	6	30%
4 Very effective	1	5%
No reply	2	10%
Total	20	100%

In person sales contacts

	Total	%
1 Not at all effective	4	20%
2 Not very effective	2	10%
3 Somewhat effective	2	10%
4 Very effective	9	45%
No reply	3	15%
Total	20	100%

Others

	Total	%
1 Not at all effective		0%
2 Not very effective	2	10%
3 Somewhat effective	4	20%
4 Very effective	3	15%
No reply	11	55%
Total	20	100%

Section B Marketing Options

6a) Has your organization sold travel related guidebooks to the public in the past year ?

	Total	%
Yes	12	60%
No	7	35%
No reply	1	5%
Total	20	100%

6d) Does your organization respond to customer inquiries regarding guidebook purchase ?

	Total	%
Yes	10	50%
No	3	15%
No reply	7	35%
Total	20	100%

6e) With respect to customer purchase inquiries, which type do you respond to most frequently ?

	Total	%
1 Mail inquires	1	5%
2 Telephone inquiries	0.5	3%
3 Over the counter/in person	7.5	38%
No reply	11	55%
Total	20	100%

7) Based on your perception of market demand for guidebooks similar to the enclosed, how important are each of the following uses for purchasing these guidebooks ?

To use as souvenir

	Total	%
1 Not at all important	1	5%
2	3	15%
3	2	10%
4	7	35%
5 Very important	6	30%
No reply	1	5%
Total	20	100%

For interpretive tours

	Total	%
1 Not at all importan		0%
2	3	15%
3	5	25%
4	9	45%
5 Very important	3	15%
No reply		0%
Total	20	100%

Section B Marketing Options

7) **Based on your perception of market demand for guidebooks similar to the enclosed, how important are each of the following uses for purchasing these guidebooks ?**

As a guide to wildlife/flora

	Total	%
1 Not at all important		0%
2		0%
3	4	20%
4	9	45%
5 Very important	7	35%
No reply		0%
Total	20	100%

To find out what to wear

	Total	%
1 Not at all important	6	30%
2	8	40%
3	3	15%
4	2	10%
5 Very important	1	5%
No reply		0%
Total	20	100%

Recommendations for restaurants/lodging in area

	Total	%
1 Not at all important	1	5%
2	3	15%
3	2	10%
4	12	60%
5 Very important	2	10%
No reply		0%
Total	20	100%

To understand park regulations

	Total	%
1 Not at all important	1	5%
2	5	25%
3	8	40%
4	5	25%
5 Very important	1	5%
No reply		0%
Total	20	100%

Section B Marketing Options

7) Based on your perception of market demand for guidebooks similar to the enclosed, how important are each of the following uses for purchasing these guidebooks ?

To have maps of the area

	Total	%
1 Not at all important		0%
2	1	5%
3	3	15%
4	7	35%
5 Very important	9	45%
No reply		0%
Total	20	100%

To see pictures of what the park has to offer

	Total	%
1 Not at all important		0%
2	1	5%
3	1	5%
4	13	65%
5 Very important	5	25%
No reply		0%
Total	20	100%

To learn about the park for vacation planning

	Total	%
1 Not at all important		0%
2		0%
3	3	15%
4	10	50%
5 Very important	6	30%
No reply	1	5%
Total	20	100%

To learn about the country's heritage

	Total	%
1 Not at all important	1	5%
2	8	40%
3	7	35%
4	4	20%
5 Very important		0%
No reply		0%
Total	20	100%

Section B Marketing Options

7) Based on your perception of market demand for guidebooks similar to the enclosed, how important are each of the following uses for purchasing these guidebooks ?

Other

	Total	%
1 Not at all important		0%
2		0%
3		0%
4		0%
5 Very important	3	15%
No reply	17	85%
Total	20	100%

8) In your opinion, at what price levels should Guidebooks and alternative publishing options to be offered ?

Current guidebook

	Total	%
1 < $6.00	3	15%
2 $6.00-8.99	9	45%
3 $9.00-11.99	4	20%
4 $12.00-14.99	3	15%
5 > $15.00		0%
No reply	1	5%
Total	20	100%

Guidebook based on the U.S. format

	Total	%
1 < $6.00	7	35%
2 $6.00-8.99	9	45%
3 $9.00-11.99	1	5%
4 $12.00-14.99		0%
5 > $15.00		0%
No reply	3	15%
Total	20	100%

Special theme books 9 x 12 (48pg)

	Total	%
1 < $6.00	4	20%
2 $6.00-8.99	11	55%
3 $9.00-11.99	2	10%
4 $12.00-14.99	1	5%
5 > $15.00		0%
No reply	2	10%
Total	20	100%

Section B Marketing Options

8) **In your opinion, at what price levels should Guidebooks and alternative publishing options be offered ?**

Special theme books 9 x 12 (96 pg)

	Total	%
1 < $6.00		0%
2 $6.00-8.99	4	20%
3 $9.00-11.99	9	45%
4 $12.00-14.99	3	15%
5 > $15.00		0%
No reply	4	20%
Total	20	100%

New guide book series 9 x 12 (48pg)

	Total	%
1 < $6.00	5	25%
2 $6.00-8.99	8	40%
3 $9.00-11.99	5	25%
4 $12.00-14.99	1	5%
5 > $15.00		0%
No reply	1	5%
Total	20	100%

Parks calendar

	Total	%
1 < $6.00	11	55%
2 $6.00-8.99	4	20%
3 $9.00-11.99	2	10%
4 $12.00-14.99	1	5%
5 > $15.00		0%
No reply	2	10%
Total	20	100%

Parks posters

	Total	%
1 < $6.00	12	60%
2 $6.00-8.99	4	20%
3 $9.00-11.99	1	5%
4 $12.00-14.99		0%
5 > $15.00		0%
No reply	3	15%
Total	20	100%

Section B Marketing Options

9) **In your opinion how effective would these marketing options or distribution channels be for the exisiting Canadian Parks Service guidebook series ?**

On site at National Parks

	Total	%
1 Not at all	1	5%
2 Not very	1	5%
3 Somewhat	2	10%
4 Very effective	15	75%
No reply	1	5%
Total	20	100%

Retail book stores

	Total	%
1 Not at all	1	5%
2 Not very	4	20%
3 Somewhat	7	35%
4 Very effective	7	35%
No reply	1	5%
Total	20	100%

Direct Mail

	Total	%
1 Not at all	2	10%
2 Not very	9	45%
3 Somewhat	3	15%
4 Very effective	5	25%
No reply	1	5%
Total	20	100%

National parks areas

	Total	%
1 Not at all		0%
2 Not very		0%
3 Somewhat	9	45%
4 Very effective	10	50%
No reply	1	5%
Total	20	100%

Prime airport terminals

	Total	%
1 Not at all	5	25%
2 Not very	6	30%
3 Somewhat	6	30%
4 Very effective	2	10%
No reply	1	5%
Total	20	100%

Section B Marketing Options

9) **In your opinion how effective would these marketing options or distribution channels be for the exisiting Canadian Parks Service guidebook series ?**

VIA Rail network

	Total	%
1 Not at all	6	30%
2 Not very	7	35%
3 Somewhat	6	30%
4 Very effective		0%
No reply	1	5%
Total	20	100%

Prime trainstations

	Total	%
1 Not at all	6	30%
2 Not very	5	25%
3 Somewhat	7	35%
4 Very effective		0%
No reply	2	10%
Total	20	100%

Tourism Canada network

	Total	%
1 Not at all		0%
2 Not very	5	25%
3 Somewhat	10	50%
4 Very effective	3	15%
No reply	2	10%
Total	20	100%

Travel agencies

	Total	%
1 Not at all	2	10%
2 Not very	8	40%
3 Somewhat	7	35%
4 Very effective	1	5%
No reply	2	10%
Total	20	100%

Other

	Total	%
1 Not at all		0%
2 Not very		0%
3 Somewhat	2	10%
4 Very effective	4	20%
No reply	14	70%
Total	20	100%

Section B Marketing Options

10a) Do you believe that point-of-purchase promotion and displays would be effective for promoting the current Canadian guidebook series ?

	Total	%
Yes	12	60%
No	8	40%
No reply		0%
Total	20	100%

10b) Do you believe that point-of-purchase promotion and displays would be effective for promoting a Canadian series based on the U.S. format ?

	Total	%
Yes	10	50%
No	8	40%
No reply	2	10%
Total	20	100%

11) Do you feel that corporate sponsorship should be used with regard to the marketing of Canadian Parks Service publications ?

	Total	%
Yes	8	40%
No	7	35%
No reply	5	25%
Total	20	100%

12) How useful would the following publications be for advertising the current or potential new guidebook series ?

CAA Touring and Travel

	Total	%
1 Not at all		0%
2 Not very	1	5%
3 Somewhat	6	30%
4 Very useful	9	45%
5 Don't know	2	10%
No reply	2	10%
Total	20	100%

Canadian Geographic

	Total	%
1 Not at all		0%
2 Not very	1	5%
3 Somewhat	6	30%
4 Very useful	10	50%
5 Don't know	1	5%
No reply	2	10%
Total	20	100%

Section B Marketing Options

12) **How useful would the following publications be for advertising the current or potential new guidebook series ?**

Outdoor Canada

	Total	%
1 Not at all		0%
2 Not very	2	10%
3 Somewhat	4	20%
4 Very useful	11	55%
5 Don't know	1	5%
No reply	2	10%
Total	20	100%

Ontario Out-of-Doors

	Total	%
1 Not at all		0%
2 Not very	3	15%
3 Somewhat	4	20%
4 Very useful	6	30%
5 Don't know	5	25%
No reply	2	10%
Total	20	100%

B.C. Outdoors

	Total	%
1 Not at all		0%
2 Not very	3	15%
3 Somewhat	4	20%
4 Very useful	8	40%
5 Don't know	3	15%
No reply	2	10%
Total	20	100%

Fly Fisherman

	Total	%
1 Not at all		0%
2 Not very	10	50%
3 Somewhat	2	10%
4 Very useful	4	20%
5 Don't know	1	5%
No reply	3	15%
Total	20	100%

Section B Marketing Options

12) **How useful would the following publications be for advertising the current or potential new guidebook series ?**

Equinox

	Total	%
1 Not at all		0%
2 Not very	2	10%
3 Somewhat	1	5%
4 Very useful	12	60%
5 Don't know	1	5%
No reply	4	20%
Total	20	100%

Outdoor Life Book Club

	Total	%
1 Not at all		0%
2 Not very	2	10%
3 Somewhat	5	25%
4 Very useful	6	30%
5 Don't know	5	25%
No reply	2	10%
Total	20	100%

Nature Books

	Total	%
1 Not at all		0%
2 Not very	5	25%
3 Somewhat	3	15%
4 Very useful	8	40%
5 Don't know	2	10%
No reply	2	10%
Total	20	100%

Canadian Heritage

	Total	%
1 Not at all		0%
2 Not very	5	25%
3 Somewhat	5	25%
4 Very useful	4	20%
5 Don't know	4	20%
No reply	2	10%
Total	20	100%

Section B Marketing Options

12) **How useful would the following publications be for advertising the current or potential new guidebook series ?**

Harrowsmith

	Total	%
1 Not at all	1	5%
2 Not very	3	15%
3 Somewhat	6	30%
4 Very useful	8	40%
5 Don't know		0%
No reply	2	10%
Total	20	100%

Explore

	Total	%
1 Not at all		0%
2 Not very	2	10%
3 Somewhat	5	25%
4 Very useful	7	35%
5 Don't know	4	20%
No reply	2	10%
Total	20	100%

Backpacker Camping

	Total	%
1 Not at all		0%
2 Not very	3	15%
3 Somewhat	5	25%
4 Very useful	8	40%
5 Don't know	2	10%
No reply	2	10%
Total	20	100%

Maclean's

	Total	%
1 Not at all	2	10%
2 Not very	5	25%
3 Somewhat	2	10%
4 Very useful	7	35%
5 Don't know	2	10%
No reply	2	10%
Total	20	100%

Section B Marketing Options

12) **How useful would the following publications be for advertising the current or potential new guidebook series ?**

Enroute

	Total	%
1 Not at all	1	5%
2 Not very	6	30%
3 Somewhat	6	30%
4 Very useful	5	25%
5 Don't know		0%
No reply	2	10%
Total	20	100%

Other

	Total	%
1 Not at all		0%
2 Not very		0%
3 Somewhat		0%
4 Very useful	5	25%
5 Don't know		0%
No reply	15	75%
Total	20	100%

Name	Company	Street Address	City Province	Postal Code	Telephone	Fax #
Rene Aucoin	Cape Breton Highlands N.P.	Cape Breton Highlands National Park	Ingonish Beach N. S.	B0C 1L0	902-224-2306	
Jim Hamilton	Atlantic Region Office - Historic Properties	Upper Water St.	Halifax N.S.	B3J 1S9	902-443-0445	
Marcel Turgeon / Daniel Hinse	Librairie Garneau	47 Buade	Quebec QUE	G1R 4A2	418-692-4262	
Jock Mullin	O. E. McIntyre	1700 Autoroute Laval	Laval QUE	H7S 2E1	514-687-5505	
Bruce Ransom	T.H.E. Source Company	13500 Huntington	Pierrefonds QUE	H8Z 1G2	514-620-9820	
Peggy Hewson	Environment Canada PHQ	10 Wellington	Hull QUE	K1A 0H3	819-994-5793	
Dan Mozersky	Prospero Books	Billings Bridge Plaza	Ottawa ONT	K1H 8K2	613-731-2444 / 91	
Franc Roiron	Brennan's - University of Ottawa	85 Hastey Ave.	Ottawa ONT	K1N 9A6	613-564-5486	
Anne-Marie Todkill	McClelland & Stewart	2485 Carlsen Ave. #1	Ottawa ONT	K1V 8G2	613-733-0268	
Wayne Oakley & Barbara Allen	Printed Passage Books	50 Princess St	Kingston ONT	K7L 1A4	613-546-7650	
David Stucky	Hallstone Enterprises Ltd.	130 Spy Court	Markham ONT	L3R 5H6	416-475-7762	
Brent Sterling	Oxford University Press	70 Wynford Drive	Toronto ONT	M3C 1J9	416-441-2941	
Randy Fraser	R.L. Polk Ltd.	220 Bartley Drive	Toronto ONT	M4A 1G2	416-755-7761	
Gerry Patterson	Carroll Patterson Inc.	1 Eglinton Ave. E Suite 618	Toronto ONT	M4P 1A1	416-489-0711	(416) 489-9720
Jim Gresset / Anne Garner	Classics Book Shops	2 Bloor West	Toronto ONT	M4W 2G7	416-485-6660	
Lee Martell	Point Pelee N.P.	Point Pelee National Park RR1	Leamington ONT	N8H 3V4	519-326-6173	
Dawne Kapron	Mary Scorer Book Ltd	103 Osborne	Winnipeg MAN	R3L 1Y4	204-477-6700	
Barbara Steiner	Banff Book & Art Den Ltd.	110 Banff Ave P.O. Box 1420	Banff ALTA	T0L 0C0	403-762-3919	
Dorothy Lowenstein	Elk Island N.P.	Site # 4 RR #1	Fort Saskatchewan ALTA	T8L 2N7	403-438-1462	
Glen Menzie	Douglas & McIntyre	1615 Venables St.	Vancouver BC	V5L 2H1	604-254-8218	

APPENDIX VII

PROMOTIONAL FLYERS

ALER ORDER FORM /1987

KC Publications *presents* The Story Behind the Scenery

VIRGIN ISLANDS
CHANNEL ISLANDS

THE STORY BEHIND THE SCENERY publications are a continuing series about individual park areas, written to give you an understanding of and a feel for these magnificent places. Photographs portraying their glories are combined with entertaining, informative reading material.
You'll receive a full dividend from your visual experience with either a single volume or a full set of these books.

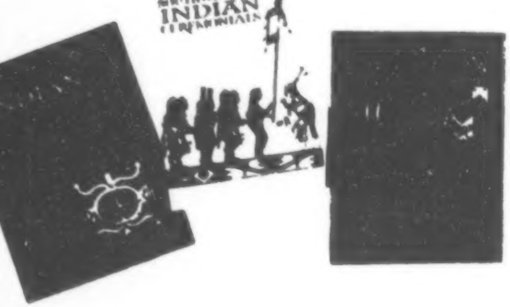
FOR THOSE WHO LOVE THE PARKS

—we have a book that is designed both in pictures and captivating text to give you the story behind our National Parks. It is told by three men who lived the National Park Service from its beginnings to the present day. Here is a volume that is as alive as the Park Service it honors.

NATIONAL PARKS 1990

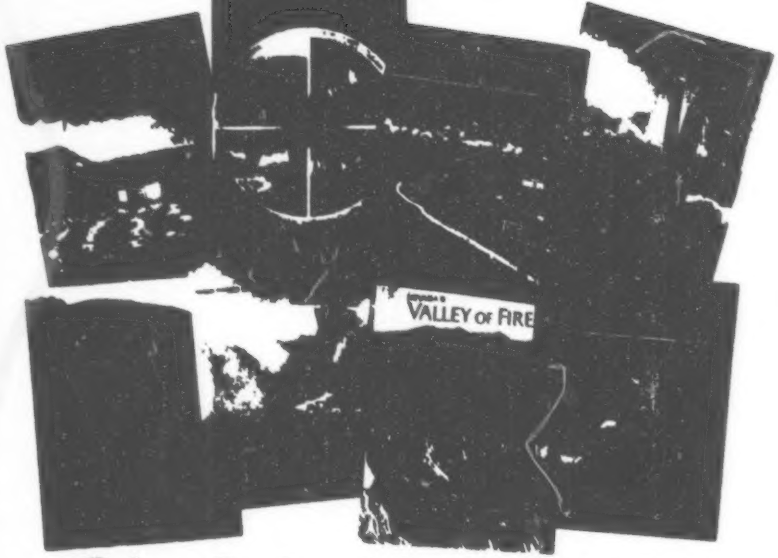
NEXT YEAR'S CALENDAR will present more spectacular, lavishly illustrated views of our national park heritage. It is useful as well as colorful, and it will remind you of the grandeur of our country all year round.

and books on Indian Culture



THIS SERIES tells the story of our intriguing Southwestern Indian cultures. Through knowledgeable authors and fascinating photographs we bring their heritage to life, for *you* to enjoy.

These products sell. *The public loves the quality, readability, the price. Over 9 million books have been sold. We've been publishing these 9x12'' books for 23 years. There will be 6 to 8 new titles each and every year.*



Other Books of Special Interest

This series of 9 books is as varied as it can be. **CATALINA ISLAND:** just off the coast from Los Angeles, it's another world. The **SONORAN DESERT:** a fascinating, beautiful corner of the Southwest. **BIG SUR:** dramatic California coastline, the greatest meeting place of land and sea. **LEWIS AND CLARK:** exciting 1804-1805 account of explorers who opened up the West. **GRAND CIRCLE ADVENTURE:** a unique tour of 14 parks and monuments in one splendid western region. **VALLEY OF FIRE:** colorful and varied terrain just north of Las Vegas, Nevada. **MAUI:** truly the paradise island of Hawaii. **WHALES-DOLPHINS-PORPOISES:** our aquatic friends as they live and explore the waters along the Pacific coast. **U.S. VIRGIN ISLANDS:** Jewels of the Caribbean—St. Croix, St. Thomas, St. John.

For your ordering convenience, phone toll free 1-800-626-9673!

National Park Calendar

Each year our NATIONAL PARK CALENDAR presents spectacular photographs of 13 different areas, 15 different covers to choose from, and an informative text about each park. Also included is a map of the USA showing the interstate highway system and key park areas. Note the special discount and buy back.

$5.95 with Special 50% Discount

Boxed in 50s • FULL RETURNS • Minimum Order of 25

______Calendars .... $5.95 retail

KC PUBLICATIONS • P.O. BOX 14883 • LAS VEGAS, NV 89114 • 702-731-3123

The Story Behind the Scenery books @ $4.50 each

___Acadia
___Alcatraz Island
___Arches
___Blue Ridge Parkway
___Bryce Canyon
___Canyon de Chelly
___Cape Cod
___Capitol Reef
___Channel Islands
___Civil War Parks
___Crater Lake
___Death Valley
___Denali (Mt. McKinley)

___Dinosaur
___Everglades
___Fort Clatsop
___Gettysburg
___Glen Canyon Lake Powell
___Grand Canyon
___Grand Teton
___Great Smoky Mountains
___Haleakala
___Hawaii Volcanoes
___Lake Mead Hoover Dam
___Lincoln Parks
___Mount Rainier

___Mount Rushmore
___Mount St. Helens
___National Seashores
___Olympic
___Rocky Mountain
___Scotty's Castle
___Sequoia-Kings Canyon
___Shenandoah
___Theodore Roosevelt
___Virgin Islands
___Yellowstone
___Yosemite
___Zion

Special titles of related interest to "The Story Behind the Scenery" series

RETAIL PRICES	SOFTCOVER	HARDCOVER	
Big Sur	___$ 4.50	___$ 8.95	______
Catalina Island	___$ 4.50	–	______
Grand Circle Adventure	___$ 4.50	–	______
Lewis and Clark	___$ 4.50	___$ 8.95	______
Maui	___$ 4.95	–	______
The Sonoran Desert	___$ 4.50	___$ 8.95	______
Nevada's Valley of Fire	___$ 4.50	–	______
Whales-Dolphins-Porpoises	___$ 4.95	–	______
U.S. Virgin Islands	___$ 4.95	–	______
Construction of Hoover Dam	___$ 1.50	–	______
Indian Cultures			
Southwestern Indian Arts & Crafts	___$ 4.50	___$ 8.95	______
Southwestern Indian Tribes	___$ 4.50	___$ 8.95	______
Southwestern Indian Ceremonials	___$ 4.50	___$ 8.95	______
Zuni Fetishes	___$ 3.00	–	______
Kiva Art of the Anasazi	___$14.95	___$35.00	______
The Rocks Begin to Speak	–	___$17.50	______
Navajo Treaty—1868	___$ 1.00	–	______

National Park Service:
The Story Behind the Scenery

___softcover @ $ 9.75 ______
___hardbound @ $17.50 ______

SOFTCOVER BOOKS are packaged in quantities of 12, 25, 50, and 100 to facilitate shipment. Please order in these quantities to obtain your full 40% dealer discount.

HARDBOUND BOOK discounts are 40% for orders of eight or more copies (titles may be combined).

FREIGHT-FREE SHIPPING • TERMS: Net 30 days • ORDERS UNDER $25.00 (retail) MUST BE PREPAID.

NAME ______ TITLE ______
COMPANY ______ PHONE ______
BILLING ADDRESS ______
CITY/STATE/ZIP ______

SHIP TO ______
SHIPPING ADDRESS ______
CITY/STATE/ZIP ______
PURCHASE ORDER ______

The Story Behind the Scenery

Book Club

A *Unique* Book Club

Thank you for ordering our books.

Take a few moments to enjoy the enclosed brochure. You'll see why we are so proud of these books and the calendar we publish. We are always coming up with new titles, so let us tell you about our unique "book club."

Ours is not a book-of-the-month club. Actually, we produce only 6 to 9 new books per year plus a national park calendar. When new books come out we'll mail them to you hot off the press. You will only need to pay for those titles you wish to keep, but let me warn you, they will whet your visual appetite for more.

Remember our books year-round when it comes time for gift giving. They make the perfect gift, to someone who appreciates quality.

As a bonus to book club members we pay all postage and handling charges, an added savings while you are building up your collection.

By sending in the form below, you automatically become a member. I am sure you will be as excited as we are about sharing the beautiful sceneries of America. Feel free at any time to order additional books that merit your special interest, and don't forget the park calendar that we offer every year.

We thank you for appreciating and recognizing the quality of our publications.

KC Publications
P. O. Box 14883
Las Vegas, Nevada 89114 · (702) 731-3123

☐ Yes, I would like to join your book club and automatically receive your books as they come off the press.

☐ Yes, I would like the new 1988 National Park Calendar sent to me when available!

Please bill me as they are mailed, postage paid by KC Publications.

Name______________________________ Date____________

Address____

City____________________________ State____ Zip_______

We value your comments! Please return the completed questionaire and we'll send you a complimentary 1988 Lewis and Clark Calendar!

A $7.50 value!!!

Questionaire

1. Where did you first see the "Story Behind the Scenery" series?

___ National Park
___ Received as a gift
___ Gift Shop
___ Library
___ Book Store
___ Other____
(Please Specify)

2. What attracted you to these publications?

___ Attractive display
___ Quality of photographic content
___ Quality of written content
___ Price
___ Other____
(Please Specify)

3. What is your age group?

___ Under 18
___ 19 - 30
___ 31 - 45
___ 46 - 65
___ Over 65

4. What is your annual household income?

___ Under 25,000
___ 25,000 - 50,000
___ Over 50,000

5. How many children are in your household?

___ 0
___ 1
___ 2
___ 3
___ 4 or more

6. Where do you usually vacation?

___ National Parks
___ Resorts
___ Vacation Tours and/or Packages (Family Planned)
___ Out of the Country
___ Other____
(Please Specify)

7. By which of the following methods do you most often travel?

- ☐ Automobile
- ☐ Recreational Vehicle
- ☐ Airline
- ☐ Cruise Liners
- ☐ Other ________________________
  (Please Specify)

8. How will you use the book(s) you have just ordered?

- ☐ Plan Vacation
- ☐ Give as a Gift
- ☐ Use as Reference Material
- ☐ Collector's Item
- ☐ To Complete Your Collection
- ☐ Other ________________________
  (Please Specify)

9. What do you like best about our books?

10. What do you like least about our books?

Our Marketing Department thanks you for your participation in our survey. All information will be held in the strictest confidence and will be used for KC Publication's research purposes only.

Please complete the following information so that we may send you your complimentary 1988 Lewis and Clark Calendar:

Please return in the reply envelope provided.

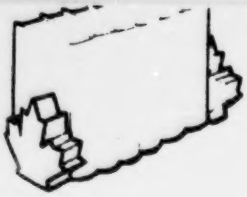
Mr / Mrs
Ms / Miss **Name:** ________________________

Address: ________________________

City/State/Zip: ________________________

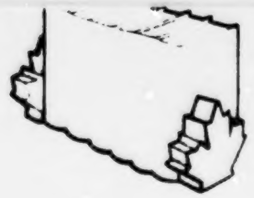
(Calendars will be shipped immediately upon availability)

Thank you for your participation!



Book News

from the
Canadian Government Publishing Centre



Jacques Cartier, explorer and navigator

Réal Boissonnault

Cartier Brébeuf national historic park series, booklet no. 1

Jacques Cartier's three voyages over the northwest Atlantic route were part of the great European exploration movement in the 15th and 16th centuries, a movement that was triggered by search for a direct route to the riches of Asia. Explorers began by following the route taken by the codfishers off Newfoundland and their exploits culminated in the discovery of that mighty inland waterway, the St. Lawrence River, an event of great significance that paved the way for future achievements. Jacques Cartier has earned a place in history as the discoverer of the St. Lawrence. We trust that this brief account will shed some light on his work as navigator and explorer, his exploits and those of his men, and their life on board ship. Numerous colour illustrations. Maps. Bibliography. (74 pages).

Cat.No. R64-172-1-1986E ISBN 0-660-12159-X Price: $4.95 Canada
$5.95 Other Countries

Également disponible en français: "Jacques Cartier, explorateur et navigateur". No de cat. R64-172-1-1986F.

ORDER FORM / BON DE COMMANDE

CATALOGUE NO. - N° DE CATALOGUE	QTY QTE	PRICE PRIX	TOTAL
R64-172-1-1986E			

Ship to / Envoyer à:

Prices are subject to change without notice. All sales are final.
Les prix sont sujets à changement sans préavis. Toutes les ventes sont finales.

☐ Cheque/Money Order (payable to the Receiver General for Canada) enclosed (Please do not send cash)
Chèque/Mandat (payable à l'ordre du Receveur général du Canada) ci-inclus (N'envoyez pas d'argent comptant s.v.p.)

☐ Account No. / No de compte

☐ Visa

☐ MasterCard

Expiry Date / Date d'expiration

Bank / Banque

Signature

Address orders to / Adresser les commandes au:

Canadian Government
Publishing Centre
Ottawa, Canada K1A 0S9

Centre d'édition
du gouvernement du Canada
Ottawa, Canada K1A 0S9

Also available through commercial bookstores associated with CGPC or through your local bookseller.
Également disponible par l'entremise des librairies commerciales associées au CEGC ou de votre libraire.

Telex/Télex 053-4296 Telephone/Téléphone (819) 997-2560

Supply and Services Canada Approvisionnements et Services Canada

Canada

Book News

from the
Canadian Government Publishing Centre

THE RARE PLANTS OF THE MINGAN ARCHIPELAGO

ENVIRONMENT CANADA - PARKS

WHY A BOOK ON RARE PLANTS? -- FOR THE DELIGHT OF PROFESSIONAL OR WEEKEND BOTANISTS AND NATURE LOVERS.

The rare plants of the Mingan Archipelago are every bit as special as the breathtaking beauty of its landscapes - but they are small and may well escape the visitor's notice. This little book provides a fine opportunity to discover some of these rare plants in all their splendor. Artist Denise Pelletier travelled to the heart of the Mingan region to create 24 water-colour illustrations which capture the vitality, colour and fragility of the plants. Not only will these drawings make it easier for visitors to identify the plants while on location, but they will also introduce them to those unable to visit the region. Each drawing is accompanied by a short text describing the origin of the latin name, the plant and its habitat and range. (95 pages)

Cat. No.: R64-173-1986E
1987

ISBN 0-660-12205-7
15.5 cm x 23 cm

Price: $10.95 (Canada)
$13.15 (Other countries)

Également disponible en français sous le titre: "Les plantes rares de l'archipel de Mingan". R64-173-1986F.

ORDER FORM / BON DE COMMANDE

CATALOGUE NO - N° DE CATALOGUE	QTY QTE	PRICE PRIX	TOTAL
R64-173-1986E			

Ship to / Envoyer à:

Prices are subject to change without notice. All sales are final.
Les prix sont sujets à changement sans préavis. Toutes les ventes sont finales.

☐ Cheque/Money Order (payable to the Receiver General for Canada) enclosed
(Please do not send cash)
Cheque/Mandat (payable à l'ordre du Receveur général du Canada) ci-inclus
(N'envoyez pas d'argent comptant s.v.p.)

☐ Account No / No de compte

☐ Visa

☐ MasterCard

Expiry Date / Date d'expiration

Bank / Banque

Signature

Address orders to / Adresser les commandes au:

Canadian Government
Publishing Centre
Ottawa, Canada K1A 0S9

Centre d'édition
du gouvernement du Canada
Ottawa, Canada K1A 0S9

Also available through commercial bookstores associated with CGPC or through your local bookseller.
Également disponible par l'entremise des librairies commerciales associées au CEGC ou de votre libraire.

Telex/Télex: 053-4296

Telephone/Téléphone: (819) 997-2560

Supply and Services Canada
Approvisionnements et Services Canada

Canada

Printed in Canada / Imprimé au Canada

Book News

from the

Canadian Government Publishing Centre

STUDIES IN ARCHAEOLOGY, ARCHITECTURE AND HISTORY

National Historic Parks and Sites Branch

Environment Canada - Parks

THE SOLDIER OFF DUTY -

Domestic Aspect of Military Life at Fort Chambly Under the French Régime as Revealed by Archaeological Objects.

By François Miville-Deschênes

The important architectural remains of Fort Champly were almost completely excavated between 1976 and 1978. Archeological surveillance during the restoration phase, which began in 1979, made it possible to collect and record a host of artifacts and other evidence of material culture. This study attempts to depict the domestic life of Fort Chambly's inhabitants as they may have lived it during the French régime. (111 pages)

Cat. No. R61-2-9-34E ISBN 0-660-12216-2
Price: $7.50 in Canada
$9.00 outside Canada

ST. STEPHEN'S CHURCH CHAMBLY, QUEBEC

By Nathalie Clerk

Erected in 1820, St. Stephen's Anglican Church served the garrison of Fort Chambly as well as the civilian population of the village of Chambly. In continuous use since then, and despite minor modifications, this church remains an outstanding example of early 19th-century Canadian ecclesiastical architecture. In 1970, the Historic Sites and Monuments Board of Canada recognized the historical and architectural value of this church. (Approx. 30 pages)

Cat. No. R61-2-10-1E ISBN 0-660-12363-0
Price: $4.00 in Canada
$4.80 outside Canada

ORDER FORM / BON DE COMMANDE

CATALOGUE NO. - Nº DE CATALOGUE	QTY QTE	PRICE PRIX	TOTAL

Ship to / Envoyer à:

Prices are subject to change without notice. All sales are final.
Les prix sont sujets à changement sans préavis. Toutes les ventes sont finales.

☐ Cheque/Money Order (payable to the Receiver General for Canada) enclosed
(Please do not send cash)
Chèque/Mandat (payable à l'ordre du Receveur général du Canada) ci-joint
(N'envoyez pas d'argent comptant s.v.p.)

☐ Account No. / No de compte

☐ Visa

☐ MasterCard

Expiry Date / Date d'expiration

Bank / Banque

Signature

Address orders to / Adresser les commandes au

Canadian Government
Publishing Centre
Ottawa, Canada K1A 0S9

Centre d'édition
du gouvernement du Canada
Ottawa, Canada K1A 0S9

Also available through commercial bookstores associated with CGPC or through your local bookseller.
Également disponible par l'entremise des librairies commerciales associées au CEGC ou de votre libraire.

Telex/Télex 053-4296

Telephone/Téléphone (819) 997-2560

Supply and Services Canada
Approvisionnements et Services Canada

Canada

FEDERAL GOVERNMENT PUBLISHING POLICY

Micropublishing means the publishing in microform (microfilm or microfiche) of any Canadian government publications.

.2 Language of publications

As a general rule, government publications shall be published in both official languages. The quality of the content and of the format of a publication shall be the same in both official languages; and the date of publication and the selling price, when applicable, shall also be the same. (An exception may be made when a publication is written in a language other than the official languages.)

This policy applies equally to publications in either or both official languages.

Overall costs are to be taken into account before deciding whether or not a publication shall be issued in bilingual or unilingual versions.

For the purposes of distribution, publications issued separately in the two official languages shall be considered as two separate publications. These publications will normally be issued simultaneously (see article .12).

Bilingual versions may be printed side-by-side (2 columns), tumble, text on facing pages or recto verso.

Cataloguing, indexing and promotional literature such as the Checklist of Government Publications, the Canadian Government Publications Catalogue, and any other informational material shall be published in both official languages and all identification material (see Appendix G) within individual works shall be published in the language of the work itself.

.3 Official categories of publications

In consultation with author departments, all government publications shall be placed by the Publishing Centre in one of four categories according to their purpose and content.

.3.1 Category A - Fully priced general publications

Category A shall consist of those items which are determined by the Publishing Centre to:

(a) meet a demonstrated or anticipated public demand for their subject matter from a wide segment of the population;

(b) be timely from the standpoint of featuring a departmental program or the broad objectives of government; and

.2 Langue des publications

En règle générale, les publications du gouvernement doivent être publiées dans les deux langues officielles. La qualité du contenu et de la présentation d'une publication, de même que la date de publication et, s'il y a lieu, le prix de vente, doivent être les mêmes dans les deux langues officielles. (On peut faire exception lorsqu'une publication doit paraître dans une langue autre que l'une des deux langues officielles).

La politique s'applique dans la même mesure aux publications dans une seule ou dans les deux langues officielles.

Il faut tenir compte du coût global avant de décider si une publication doit paraître dans une seule ou dans les deux langues officielles.

Aux fins de la distribution, les publications publiées séparément dans les deux langues officielles sont considérées comme deux publications distinctes. Habituellement, ces publications paraissent simultanément (voir l'article .12).

Les versions bilingues peuvent paraître côte-à-côte (2 colonnes), pêle-mêle, sur pages juxtaposées ou recto verso.

Les documents de catalogage, d'indexation et de promotion tels que la liste des publications fédérales, le Catalogue des publications du gouvernement canadien et tout autre document d'information sont publiés dans les deux langues officielles. Tous les éléments d'identification (voir l'appendice G) figurant dans les publications particulières sont rédigés dans la langue même de l'ouvrage.

.3 Catégories officielles des publications

En consultation avec les ministères auteurs, le Centre d'édition doit classer toutes les publications du Gouvernement dans l'une des quatre catégories suivantes selon leur objet et leur contenu.

.3.1 Catégorie A - Publications générales vendues à plein prix

La catégorie A se compose de publications que le Centre d'édition juge:

a) répondre à une demande, manifeste ou prévue, quant à contenu par une bonne partie de la population;

b) être d'actualité du fait qu'elles décrivent un programme ministériel ou les objectifs généraux du gouvernement; et

.4 Copyright

All material published for the government is covered by a copyright. A notice of copyright shall therefore appear in every government publication, whether free or priced. For an illustration of the form in which the notice of copyright shall appear, see Appendix C.

If material whose copyright is held by a private source is used with permission in a government publication, the ownership of the copyright shall be clearly stated in that publication. The publishing department shall ensure that there are no restrictions due to copyright or other reasons which would render the printing of the material by the Crown improper, and shall provide evidence to the Printing Products Centre to that effect.

The Publishing Centre may, with the agreement of the department concerned, permit agencies outside the government to use artwork, text, negatives, plates or dies, for the reproduction of a government publication in whole or in part. A charge may be made for the use of such material to cover costs or protect copyright.

Publishing departments may grant such permission, with the concurrence of the Publishing Centre, for material related to Category D publications.

.5 Advertising

At the discretion of author departments, free announcements and notices may be carried in government periodicals to promote government programs or the programs of non-profit organizations devoted to the protection of the health and welfare of peoples.

Commercial or paid advertising shall not be carried without the approval of Treasury Board.

Note: The inclusion of advertising in publications may render them subject to tax.

.6 Pricing for sale

List prices shall be established by the Publishing Centre for Category A items, by the Publishing Centre in conjunction with the author departments for Category B items, and by the publishing department in consultation with the Publishing Centre for Category C items.

The list price of all publications and periodicals shipped outside Canada shall be increased by 20 per cent.

.4 Droits d'auteur

Tous les documents publiés par le gouvernement sont protégés par des droits d'auteur (copyright). Un avis de droits d'auteur doit donc figurer dans chaque publication du gouvernement, qu'elle soit gratuite ou destinée à la vente. Pour un exemple de la forme que doit prendre l'avis de droits d'auteur, voir l'appendice C.

Si un document dont les droits d'auteur appartiennent à des intérêts privés est utilisé avec permission dans une publication du gouvernement, la propriété des droits d'auteur doit y être clairement indiquée. Le ministère éditeur doit s'assurer qu'il n'y a pas de restriction, à cause des droits d'auteur ou pour toute autre raison, qui ferait que l'impression de ce document par la Couronne serait incorrecte; il doit fournir au Centre des produits d'imprimerie des preuves à l'appui.

Le Centre d'édition peut, avec le consentement du ministère concerné, permettre aux organismes de l'extérieur du gouvernement d'utiliser les travaux artistiques, les textes, les négatifs, les plaques ou les matrices pour la reproduction partielle ou totale d'une publication du gouvernement. Un droit peut être perçu pour l'utilisation de ces articles afin de récupérer les coûts ou protéger les droits d'auteur.

Les ministères éditeurs peuvent, avec le consentement du Centre d'édition, accorder de telles permissions à l'égard des publications de la catégorie D.

.5 Publicité

A la discrétion des ministères auteurs, des annonces et des réclames gratuites peuvent être insérées dans les revues du gouvernement afin de promouvoir les programmes gouvernementaux ou ceux d'organismes à but non lucratif qui se consacrent à la protection de la santé et du bien-être des gens.

La publicité commerciale ou payée ne doit pas être insérée dans les revues du gouvernement sans le consentement du Conseil du Trésor.

Nota: De telles insertions peuvent assujettir ces publications à un impôt.

.6 Établissement du prix de vente

C'est le Centre d'édition qui établit les prix de catalogue des publications de la catégorie A, le Centre d'édition en consultation avec le ministère auteur ceux des publications de catégorie B et le ministère éditeur, en consultation avec le Centre d'édition, ceux des publications de la catégorie C.

Les prix de catalogue de toutes les publications et revues expédiées à l'étranger doivent être majorés de 20 pour cent.

6.1 Discounts

Discounts shall be as practiced in the trade, and departments shall be notified by the Publishing Centre of any changes in the applicable scales of discounts (Appendix D).

.7 Publishing costs

The full costs of publishing shall be borne by publishing departments except as qualified by articles .10.3 and .13.1 dealing with paying invoices and acceptance of cost, sales promotion and financing publication in the second official language, respectively.

For Category A items, publishing costs shall be borne by the Publishing Centre or the co-publisher except that an author department shall not recover the costs associated with the preparation of content material to the standards required by the Publishing Centre.

For Category B items, publishing costs shall be borne by the Publishing Centre or the co-publisher and, to the extent of funding support agreed in accordance with article .3.2(b), by the author department.

For Category C and Category D items, publishing costs shall be borne by author departments, except that when other departments wish to share in the press run of a Category C or D publication and the author department is agreeable, they shall agree on how costs are to be shared.

.7.1 Revisions, reprints and subsequent editions

As with the first edition, publishing departments shall bear the complete costs of revisions, reprints and subsequent editions.

.7.2 Non-governmental organizations: grants-in-aid

A department may not charge to public funds publishing costs incurred on behalf of any organization or person outside the government, unless a parliamentary appropriation has been specifically provided or clearly intended for that purpose, or unless arrangements have been made to share publishing costs and the extent and amount of the Crown's share are clearly identified.

If Parliament, by means of specific appropriations, approves grants-in-aid or other forms of financial assistance to organizations or persons outside the government, and if such assistance provides for the preparation and publishing

6.1 Remises

Les remises doivent être accordées selon les usages en cours dans le commerce. Le Centre d'édition doit aviser les ministères de toute modification des barèmes de remises (voir l'appendice D).

.7 Coûts de publication

Le coût intégral de la publication doit être assumé par le ministère éditeur, sous réserve des articles .10.3, .13.1 qui traitent respectivement du paiement des factures et de l'acceptation des coûts, de la promotion des ventes et du financement d'un ouvrage publié dans l'autre langue officielle.

Pour les ouvrages de la catégorie A, les coûts de publication doivent être assumés par le Centre d'édition ou le co-éditeur, sauf que le ministère auteur ne recouvre pas les frais relatifs à la préparation du texte de la publication selon les normes fixées par le Centre d'édition.

Pour les ouvrages de la catégorie B, les coûts de publication doivent être assumés par le Centre d'édition ou le co-éditeur et, dans la mesure du soutien financier convenu conformément à l'article .3.2 b), le ministère auteur.

Pour les ouvrages des catégories C et D, les coûts de publication doivent être assumés par les ministères auteurs, sauf lorsque d'autres ministères désirent participer au tirage d'une telle publication et que le ministère auteur y consent; les participants conviennent alors des coûts qui doivent être partagés.

.7.1 Révisions, réimpressions et rééditions

Comme dans le cas de la première édition, les ministères éditeurs doivent assumer la totalité du coût des révisions, des réimpressions et des rééditions.

.7.2 Organismes non gouvernementaux: subventions

Un ministère ne peut pas imputer aux fonds publics les coûts de publication subis pour le compte d'un organisme ou d'une personne de l'extérieur du gouvernement, à moins qu'un crédit parlementaire n'ait été expressément accordé ou clairement prévu à cette fin, ou à moins que des arrangements n'aient été faits en vue du partage des coûts de publication et que la nature et le montant de la part de la Couronne n'aient été clairement déterminés.

Lorsque le Parlement approuve, au moyen de crédits spécifiques, des subventions ou d'autres formes d'aide financière destinées à des organismes ou à des personnes de l'extérieur du gouvernement et que cette aide prévoit la préparation et la publication de rapports ou d'autres documents pour le compte du gouverne-

.10.1 Standards

The Printing Products Centre shall ensure that work done under contract is produced in accordance with the specifications set out in the departmental requisition, and shall ensure that contracts are awarded, subject to the *Government Contracts Regulations*, only to suppliers, including government plants, whose work meets standards acceptable to the Printing Products Centre.

.10.2 Communication with suppliers

After a production contract has been entered into between the Printing Products Centre and the supplier of art work, typography, printing or other services, the Centre shall permit a department to communicate directly with the supplier, but only to make minor clarifications of manuscripts and sketches, to correct supplier's mistakes, and to approve proofs, provided always that the terms of the contract, including scheduling, specification and monetary value, are in no way modified thereby. If a department wishes to propose any change that might affect the specifications, schedule or monetary value of a contract, the Printing Products Centre must be consulted. Only the Printing Products Centre shall amend a contract.

.10.3 Paying invoices and acceptance of cost

Subject to the normal contractual conditions and to Section 27 of the *Financial Administration Act*, the Printing Products Centre shall pay all suppliers' invoices and shall, in turn, submit an invoice to the requisitioning department. Normally the Printing Products Centre shall recover the full costs incurred, but under unusual circumstances when unexpected costs arise they may be negotiated.

.11 Marketing

The marketing of publications is a publishing responsibility for which the Publishing Centre is responsible with respect to Category A and Category B publications, and for which author departments are responsible in conjunction with the Publishing Centre with respect to Category C publications (see article .12, and article .13.1 regarding release and promotion). Author departments are solely responsible for the distribution of Category D items, except those to be distributed by statute or executive order (see articles .14.5, .14.6 and Appendix F).

ministère et que les contrats sont adjugés, sous réserve du *Règlement sur les marchés de l'État*, seulement aux fournisseurs, y compris les installations du gouvernement, qui répondent aux normes que le Centre des produits d'imprimerie juge acceptables.

.10.2 Communications avec les fournisseurs

Une fois le marché de production conclu entre le Centre des produits d'imprimerie et les fournisseurs de travaux artistiques, de typographie, d'impression et autres, le Centre des produits d'imprimerie doit permettre au ministère de communiquer directement avec les fournisseurs, mais seulement afin de faire des mises au point mineures dans les manuscrits et les dessins, de corriger les erreurs du fournisseur et d'approuver les épreuves. Les dispositions contractuelles, y compris le calendrier, les spécifications et le montant ne doivent en aucune façon être modifiés pour autant. Lorsqu'un ministère désire proposer d'autres changements susceptibles de modifier les spécifications, le calendrier ou le montant d'un contrat, le Centre des produits d'imprimerie doit être consulté. Seul le Centre des produits d'imprimerie peut modifier un contrat.

.10.3 Paiement des factures et acceptation des coûts

Sous réserve des conditions contractuelles normales et de l'article 27 de la *Loi sur l'administration financière*, le Centre des produits d'imprimerie paye toutes les factures des fournisseurs et présente, à son tour, une facture au ministère demandeur. Le Centre des produits d'imprimerie recouvre normalement la totalité des frais subis, mais dans des circonstances exceptionnelles, le paiement des coûts imprévus peut être négocié.

.11 Commercialisation

La commercialisation des publications incombe au Centre d'édition à l'égard des publications des catégories A et B, et aux ministères auteurs conjointement avec le Centre d'édition à l'égard des publications de la catégorie C (voir les articles .12 et .13.1 concernant la mise en circulation et la promotion). Les ministères auteurs sont seuls responsables de la distribution des publications de la catégorie D, à l'exception de ceux qui doivent être distribués conformément aux lois ou aux décrets (voir les articles .14.5, .14.6 et l'appendice F).

L'objectif de commercialisation à atteindre, sous réserve des contraintes inhérentes à la responsabilité qui

The marketing objective to be achieved, within the constraints inherent in the government's responsibility to inform the public and to do so without engendering unfair competition with the private publishing sector, is to meet customer demand for publications effectively and as economically as feasible while maintaining a cost/revenue balance.

To achieve the marketing objective for priced publications the Publishing Centre shall:

(a) ensure the most efficient marketing services to the purchasers of material sold by the Publishing Centre or authorized governments or private agencies;

(b) widen such marketing services to make them available to a greater number of potential customers;

(c) rationalize the use of existing and future government information retailing facilities;

(d) rationalize the selection and development of government publication merchandising sites in any defined market area with those private agencies authorized to retail government publications;

(e) ensure departmental freedom and flexibility to the degree compatible with the overall information marketing policy contained in article .1.4.1; and

(f) use the publishing, wholesaling and distribution facilities and expertise of the private sector when appropriate.

.12 Authority for release

The publishing department shall be responsible for the release of its publications, and shall indicate on the publishing requisitions whether they are to be released immediately on completion, or whether written authorization will be required.

The English and French editions of a publication shall be issued simultaneously. Should this be impractical for urgent program reasons, authorization of (a) the minister of the author department in respect of Category A and B publications and of (b) the publishing department in respect of Category C and D publications is required to release one edition prior to the other. The Publishing Centre shall not consent to publish a Category A or B publication in one language edition ahead of the other unless it has received the required ministerial authorization in writing.

incombe au gouvernement d'informer le public sans livrer une concurrence injuste aux éditeurs du secteur privé, est de satisfaire la demande du client pour des publications de façon efficace et aussi économique que possible, tout en équilibrant les coûts et les recettes.

Pour atteindre l'objectif de commercialisation des publications destinées à la vente, le Centre d'édition doit:

a) assurer les plus efficaces services de commercialisation à l'intention des acheteurs des documents vendus par le Centre d'édition, les organismes gouvernementaux accrédités ou les organismes privés;

b) élargir ces services de commercialisation de manière à les offrir au plus grand nombre de clients éventuels;

c) rationaliser l'utilisation des services actuels et futurs de vente au détail des documents d'information du gouvernement;

d) rationaliser la sélection et l'expansion des points de vente des publications du gouvernement dans les zones commerciales déterminées, avec les organismes privés accrédités à vendre au détail les publications du gouvernement;

e) assurer de la liberté et de la souplesse aux ministères, dans les limites compatibles avec la politique générale de commercialisation des documents d'information, voir l'article .1.4.1; et

f) utiliser, lorsqu'il y a lieu, les services et les connaissances du secteur privé en matière de publication, de vente en gros et de distribution.

.12 Autorisation de mise en circulation

Le ministère éditeur est responsable de la mise en circulation de ses publications et doit indiquer sur les commandes de publication si elles doivent être mises en circulation dès qu'elles sont terminées ou si une autorisation écrite sera nécessaire.

Les éditions anglaises et françaises d'une publication doivent paraître simultanément. Au cas où cela se révélerait impossible en raison de l'urgence du programme, l'autorisation du ministre chargé du ministère auteur pour ce qui a trait aux publications des catégories A et B et du ministère éditeur, pour ce qui est des publications des catégories C et D, est nécessaire pour pouvoir mettre une édition en circulation avant l'autre. Le Centre d'édition n'acceptera pas de publier une publication des catégories A ou B dans une langue d'édition avant l'autre à moins d'avoir reçu par écrit l'autorisation ministérielle nécessaire.

If a publication is to be tabled in Parliament, general distribution shall be withheld until the Publishing Centre has received an official release in writing from the author department, or has official evidence that the publication has been tabled in Parliament.

The Publishing Centre may, on written agreement from the deputy minister of the author department, arrange for advance shipments of publications prior to tabling in Parliament or release.

.13 Sales

The Publishing Centre shall be responsible for the sale of all government publications in Canada and abroad, and for negotiating sales and distribution contracts.

13.1 Sales promotion

The publishing department shall bear all promotion costs, except as provided in article .7.

With respect to Category A and Category B items, the author department may give a publication more promotion than that considered necessary by the Publishing Centre but shall so notify the Publishing Centre and bear the additional cost. All special packaging, handling or shipping charges incurred at the department's request shall be charged to it. If a publication is shipped outside Canada, surface postage shall be added to the cost of the publication.

Departments shall not, without first consulting the Publishing Centre, issue promotional material or give the date of availability for new or revised titles.

13.2 Proceeds from sales, legal notices and royalties

Proceeds from the sale of all publications by or on behalf of the Publishing Centre, fees for all legal notices appearing in the *Canada Gazette*, and revenues from royalty arrangements as specified in co-publishing agreements, shall be deposited to the credit of the Supply Revolving Fund.

When copies of an item are accepted for sale on consignment, there shall be a written agreement between the consignor and the consignee prior to acceptance which shall establish the date(s) for the settlement of accounts and the terms of the consignment, in accordance with the policy set out in the *Guide on Financial Administration for Departments and Agencies of the Government of Canada*.

Lorsqu'une publication doit être déposée au Parlement, la distribution générale doit être retenue jusqu'à ce que le Centre d'édition ait reçu une autorisation officielle écrite du ministère auteur, ou qu'il ait une preuve officielle que la publication a été déposée au Parlement.

Le Centre d'édition peut, avec l'approbation écrite du sous-ministre du ministère auteur, organiser l'expédition anticipée des publications avant leur présentation au Parlement ou leur mise en circulation.

.13 Ventes

Le Centre d'édition est chargé de la vente de toutes les publications du gouvernement au Canada et à l'étranger, ainsi que de négocier les contrats de vente et de distribution.

13.1 Promotion des ventes

Le ministère éditeur doit assumer tous les frais relatifs à la promotion, sous réserve des exceptions prévues à l'article .7.

A l'égard des ouvrages des catégories A et B, le ministère auteur peut accorder à une publication un effort de promotion supérieur à celui que le Centre d'édition juge nécessaire, mais il doit en informer le Centre d'édition et en assumer les coûts supplémentaires. Tous les frais d'emballage, de manutention et d'expédition spéciaux subis à la demande du ministère doivent lui être imputés. Lorsqu'une publication est expédiée à l'étranger, les frais de l'envoi par courrier de surface doivent être ajoutés au coût de la publication.

Les ministères ne doivent pas diffuser des articles de promotion ou indiquer la date à laquelle des titres nouveaux ou révisés seront disponibles sans avoir au préalable consulté le Centre d'édition.

13.2 Produit des ventes, annonces légales et redevances

Le produit de la vente de toutes les publications effectuées par le Centre d'édition ou en son nom, les droits d'insertion de toutes les annonces légales dans la *Gazette du Canada* et les recettes provenant des ententes concernant les redevances stipulées dans les accords de coédition doivent être déposés au crédit du Fonds renouvelable des approvisionnements.

Lorsque la consignation d'exemplaires d'un ouvrage est acceptée, le consignateur et le consignataire doivent conclure, avant l'acceptation, un accord écrit qui précise la ou les dates du règlement des comptes et les conditions de la consignation. On se conformera à la politique énoncée dans le *Guide d'administration financière pour les ministères et les organismes du gouvernement du Canada*.

.14 Free distribution

Except with the approval of the Publishing Centre, departments shall not carry out either advance or private distribution of any of their saleable publications prior to stock becoming available for sale by the Publishing Centre. Particulars of free distribution shall be provided to the Publishing Centre before distribution is effected.

.14.1 Distribution instructions

When a department uses the facilities of DSS to distribute a publication, the department shall specify the number of copies to be consigned to that facility, indicate method and details of delivery or distribution on a separate requisition, and be charged for all costs incurred.

The Director General, Printing, shall forward to the publishing department information on all contracts and delivery schedules.

.14.2 Maintenance of distribution lists

Publishing or author departments maintaining mailing lists authorizing free distribution of publications must review the lists annually to ensure that the lists retain only those addresses actively interested in the continued receipt of the materials involved.

.14.3 Publishing Centre free distribution

When a publication is priced, the Publishing Centre shall requisition and pay for copies for distribution as required by statute or executive order (see article .14.7 and Appendix F). When a publication is to be issued free of charge, departments shall supply the Publishing Centre with the required quantities for the distribution required by statute or executive order.

.14.4 Checklist

The Publishing Centre shall issue, to persons and institutions listed in articles .14.5 and .14.6 and in Appendix F, a checklist showing all publications, priced and free, except those publications which an author department wishes to exclude from the checklist for a specific reason.

Paid subscriptions to the checklist may be made available by the Publishing Centre to any person or institution wishing to subscribe. However, such a subscription shall not qualify the subscriber to receive free copies of government publications.

.14 Distribution gratuite

Sauf avec l'approbation du Centre d'édition, les ministères ne doivent pas procéder à une distribution anticipée ou privée d'une partie quelconque de leurs publications destinées à la vente avant que le Centre d'édition ne dispose des stocks nécessaires à la distribution. Les détails sur la distribution gratuite doivent être fournis d'avance au Centre d'édition.

.14.1 Instructions relatives à la distribution

Lorsqu'un ministère utilise les installations du MAS pour distribuer une publication, il doit préciser le nombre d'exemplaires devant être consignés à ces installations, indiquer la méthode et les modalités de livraison ou de distribution sur une demande distincte, tous les frais subis lui étant imputés.

Le directeur général de l'édition envoie au ministère éditeur les renseignements concernant tous les marchés et les calendriers de livraison.

.14.2 Mise à jour des listes de distribution

Les ministères éditeurs ou auteurs qui possèdent des listes de distribution gratuite des publications doivent les réviser annuellement afin de s'assurer qu'elles ne tiennent compte que des destinataires qui veulent continuer à recevoir les documents en question.

.14.3 Distribution gratuite par le Centre d'édition

Lorsqu'une publication est destinée à la vente, le Centre d'édition commande des exemplaires et paie pour ceux destinés à la distribution tel que requis par une loi ou un décret (voir l'article .14.7 et l'appendice F). Dans le cas d'une publication gratuite, les ministères fournissent au Centre d'édition les quantités dont il a besoin en vue de la distribution, tel que requis par une loi ou un décret.

.14.4 Liste de contrôle

Le Centre d'édition fournit aux personnes et aux établissements énumérés aux articles .14.5, .14.6 et à l'appendice F une liste de contrôle qui indique toutes les publications, destinées à la vente ou gratuites, à l'exception de celles qu'un ministère auteur désire exclure de la liste de contrôle pour une raison précise.

Les personnes ou établissements qui le désirent peuvent s'abonner à la liste de contrôle auprès du Centre d'édition. Cependant, cet abonnement ne confère pas le droit de recevoir gratuitement les publications du gouvernement.

Les ministères éditeurs doivent informer le Centre d'édition des publications à exclure de la liste de contrôle et donner les raisons de cette mesure.

Publishing departments shall advise the Publishing Centre of the publications that are to be excluded from the checklist, giving the reasons for the exclusions.

14.5 Automatic distribution

14.5.1 ***The Publishing Centre shall distribute, without charge, copies of each publication, priced or free, listed in the checklist, as follows:***

(a) five copies to the Library of Parliament,

(b) two copies to the National Library,

(c) on the advice of the National Library, one copy in English or French, or both, as desired, to each library in Canada designated as a Full Depository Library and to libraries abroad which are so designated on the joint advice of the National Library and the Department of External Affairs.

Each Selective Depository is allowed free copies of publications released only on or after the date of its appointment. Copies of publications released before the date of appointment must be purchased from the Publishing Centre in the regular manner.

14.5.2 ***The publishing department shall ensure that two copies of all publications not on the checklist are deposited with the Publishing Centre, the National Library and the Library of Parliament.***

14.6 Selective distribution

Selective distribution of publications listed in the checklist shall be carried out by the Publishing Centre as indicated in Appendix F.

14.7 Catalogues

The Publishing Centre shall publish catalogues of government publications as required.

At the request and expense of a department, the Publishing Centre may also publish catalogues of the publications of a department separately from the checklist. This shall not preclude the issue by departments of supplementary lists of publications if justified by program requirements.

14.5 Distribution automatique

14.5.1 ***Le Centre d'édition distribue sans frais des exemplaires de chaque publication, destinée à la vente ou gratuite, énumérée dans la liste de contrôle, de la façon suivante:***

a) cinq exemplaires à la Bibliothèque du Parlement,

b) deux exemplaires à la Bibliothèque nationale,

c) après consultation avec la Bibliothèque nationale, un exemplaire, en anglais ou en français, ou dans les deux langues, au choix, aux bibliothèques de dépôt universel du Canada et aux bibliothèques à l'étranger ainsi désignées de l'avis commun de la Bibliothèque nationale et du ministère des Affaires extérieures.

Les dépôts sélectifs reçoivent des exemplaires gratuits des publications mises en circulation seulement à partir de la date de leur désignation. Les exemplaires des publications mises en circulation avant cette date doivent être achetés au Centre d'édition de la manière habituelle.

14.5.2 ***Le ministère éditeur s'assure que deux exemplaires de toute publication qui ne figure pas sur la liste de contrôle sont déposés au Centre d'édition, à la Bibliothèque nationale et à la Bibliothèque du Parlement.***

14.6 Distribution sélective

La distribution sélective des publications énumérées sur la liste de contrôle doit s'effectuer par l'entremise du Centre d'édition conformément aux prescriptions de l'appendice F.

14.7 Catalogues

Le Centre d'édition publie des catalogues des publications du gouvernement selon les besoins.

A la demande et aux frais d'un ministère, le Centre d'édition peut également publier des catalogues des publications de ce ministère, indépendamment de la liste de contrôle. Toutefois, rien n'empêche les ministères de publier des listes supplémentaires de leurs publications, si les exigences d'un programme le justifient.

.15 Inventory records

The Publishing Centre shall, prior to the end of each fiscal year and at such other reasonable times as may be required by departments, supply each department with an inventory record of stocks of departmental publications available for sale.

Departments that have been authorized by the Publishing Centre to act as agents for the sale of publications shall provide the Publishing Centre with a quarterly statement of proceeds from the sale of each publication and of stocks on hand. They shall notify the Publishing Centre of surplus stocks.

.16 Disposal of surplus stocks

.16.1 Board of Condemnation

Before surplus stocks of a priced publication may be destroyed or otherwise disposed of, the Publishing Centre shall convene a Board of Condemnation on which the Publishing Centre, the publishing and/or author department, the National Librarian, and the Dominion Archivist shall be represented.

.16.1.1 The Condemnation Board shall have responsibility to recommend that surplus stocks of a publication be:

(a) sold at reduced price,

(b) returned to the author department,

(c) offered free of charge to universities and public libraries, the National Librarian, the Dominion Archivist and the Canadian International Development Agency, in which case 30 days after the offer has been made any remaining copies shall be destroyed as waste paper, or

(d) any combination of the above.

.16.1.2 The findings of the Condemnation Board shall be submitted to the Director General, Publishing, ***who shall submit an annual report of disposals to the Treasury Board and for the Public Accounts.***

.15 Inventaires

Le Centre d'édition doit, avant la fin de chaque année financière et à tout autre moment jugé raisonnable par les ministères, fournir à chaque ministère un inventaire des stocks de publications ministérielles en vente.

Les ministères autorisés par le Centre d'édition à agir en tant qu'agents des ventes pour les publications doivent lui fournir un état trimestriel du produit des ventes de chaque publication et du stock restant. Ils doivent aviser le Centre d'édition des stocks en excédent de leurs besoins.

.16 Liquidation des stocks excédentaires

.16.1 Comité de liquidation

Avant que les stocks excédentaires d'une publication destinée à la vente puissent être détruits ou liquidés de quelque façon, le Centre d'édition convoque un Comité de liquidation dans lequel le Centre d'édition, le ministère éditeur et (ou) auteur, le directeur général de la Bibliothèque nationale et l'archiviste national sont représentés.

.16.1.1 Le Comité de liquidation est chargé de recommander que les stocks excédentaires d'une publication soient:

a) vendus à prix réduit;

b) renvoyés au ministère auteur;

c) offerts gratuitement aux universités et aux bibliothèques publiques, au directeur général de la Bibliothèque nationale, à l'archiviste national et à l'Agence canadienne de développement international; dans ces cas, tout exemplaire restant 30 jours après que l'offre a été faite doit être détruit comme papier de rebut; ou

d) écoulés en combinant les méthodes ci-dessus.

.16.1.2 Les conclusions du Comité de liquidation doivent être soumises au directeur général de l'édition, ***qui doit présenter un rapport annuel des stocks liquidés au Conseil du Trésor pour les Comptes publics.***

Copyright

.1 Government publications

Canadian government publications, both free and priced, are automatically copyrighted under Section 11, Chapter C-30, Copyright Act, Revised Statutes of Canada, 1970:

Where copyright belongs to Her Majesty

11. Without prejudice to any rights or privileges of the Crown, where any work is, or has been, prepared or published by or under the direction or control of Her Majesty or any government department, the copyright in the work shall, subject to any agreement with the author, belong to Her Majesty and in such case shall continue for a period of fifty years from the date of the first publication of the work. R.S., c.55, s.11.

.2 Copyright notice

A notice of copyright shall appear in free and priced publications as follows:

©

Minister of Supply and Services Canada (year of publishing)

.3 Author's rights as related to copyright

A government employee is required to report to his department all non-fictional writing or illustrations intended for publication outside his department when the material relates to departmental programs, in order that the department may determine whether to permit publication, and whether to retain or waive ownership depending on the:

(a) relationship of the material to the duties of the author's position, and

(b) departmental data, facilities and time (normal working hours) used.

In the case of manuscripts prepared by government employees for publication by a private publisher, the Publishing Centre may, with the concurrence of employer departments, waive ownership and award the author a share of the royalties arranged for with the private publisher. In no case should that share of royalties be less than 25 per cent of the total.

Droits d'auteur

.1 Publications du gouvernement

Les publications du gouvernement canadien, gratuites ou destinées à la vente, sont automatiquement protégées par un droit d'auteur (droits de la Couronne) en vertu de l'article 11 du chapitre C-30 de la Loi sur les droits d'auteur, Statuts révisés du Canada, 1970:

Quant le droit d'auteur appartient à Sa Majesté

11. Sous réserve de tous les droits ou privilèges de la Couronne, le droit d'auteur sur les oeuvres préparées ou publiées par l'entremise, sous la direction ou la surveillance de Sa Majesté ou de quelque département du gouvernement, appartient, sauf stipulation conclue avec l'auteur, à Sa Majesté et, dans ce cas, il dure cinquante ans à compter de la première publication de l'oeuvre. S.R., c.55, art. 11.

.2 L'avis de droits d'auteur

L'avis de droits d'auteur suivant doit figurer dans les publications gratuites et destinées à la vente:

©

Ministère des Approvisionnements et Services Canada (année de la publication)

.3 Droits des auteurs et droits de la Couronne

L'employé du gouvernement est tenu de signaler à son ministère tous ses écrits documentaires et ses illustrations destinés à être publiés à l'extérieur de son ministère, lorsqu'ils ont trait aux programmes du ministère. Celui-ci pourra ainsi déterminer s'il doit en permettre la publication et s'il doit conserver le droit de propriété ou y renoncer, selon

a) le rapport qui existe entre l'ouvrage et les fonctions du poste de l'auteur, et

b) les données, les installations et le temps (heures de travail normales) du ministère qui ont été utilisés.

Dans le cas des manuscrits dont les auteurs sont des employés du gouvernement et qui sont publiés par un éditeur privé, le Centre d'édition peut, avec le consentement du ministère employeur, renoncer au droit de propriété et accorder à l'auteur une part des redevances que l'éditeur privé a convenu de verser. Cette part des redevances ne peut en aucun cas être inférieure à 25 pour cent du total.

Scale of discounts

.1 Publication discounts

	Canadian Government publications (per cent)	National Museums publications (per cent)
Authorized agents	46	30
Bookstores	40	30
Members of the federal Senate and House of Commons	40	-
Public Librairies	20	20
Distribution contracts for sales abroad	The Publishing Centre may grant special discounts	
Exceptional cases	The Publishing Centre may grant special discounts	

.1.1 Quantity discounts

.1.1.1 The following scale of discounts applies on bulk orders of Canadian Government publications for shipments to any individual addressee and may be applied in place of the discounts shown above when it is greater:

200 to 399 copies - 20 per cent
400 to 599 copies - 25 per cent
600 to 799 copies - 30 per cent
800 to 999 copies - 35 per cent
1000 or more - 40 per cent

.1.1.2 Authorized agents and independent book retailers will also be allowed an additional 5 per cent discount over and above their applicable rates of discounts when ordering 200 or more copies of a single title for shipment to one addressee.

Barème des remises

.1 Remises relatives aux publications

	Publications du gouvernement canadien (en pourcentage)	Publications des Musées nationaux (en pourcentage)
Agents agrées	46	30
Librairies	40	30
Sénateurs et députés fédéraux	40	-
Bibliothèques publiques	20	20
Marchés de distribution pour la vente à l'étranger	Le Centre d'édition peut accorder des remises spéciales	
Cas exceptionnels	Le Centre d'édition peut accorder des remises spéciales	

.1.1 Remises de quantité

.1.1.1 Le barème des remises suivant s'applique aux commandes importantes de publications du gouvernement canadien expédiées à une seule adresse et peut être utilisé au lieu des remises susmentionnées lorsque la commande est supérieure aux chiffres suivants:

200 à 399 exemplaires - 20 pour cent
400 à 599 exemplaires - 25 pour cent
600 à 799 exemplaires - 30 pour cent
800 à 999 exemplaires - 35 pour cent
1000 exemplaires et plus - 40 pour cent

.1.1.2 Les agents agréés et les détaillants indépendants bénéficient également d'une remise supplémentaire de 5 pour cent en plus de la remise à laquelle ils ont droit pour toute commande de 200 exemplaires ou plus d'un seul titre, expédiée à une seule adresse.

Selective distribution by the Publishing Centre, DSS

The Publishing Centre shall send, without charge, one copy of each publication listed in the checklist to the following persons and institutions, provided that requests are made on the checklist within 60 working days of the date of issue of the checklist, after which period all copies of priced items reserved for free distribution shall be transferred to the sales stocks of the Publishing Centre:

Note: The detail of persons and institutions listed hereunder is subject to review from time to time and may be amended by the Director General, Publishing, with the consent of the parties concerned; when such consent is not granted, the Director General shall submit proposals for the deletion of persons and institutions to Treasury Board for approval prior to effecting a deletion.

(a) the Governor General;

(b) Lieutenant Governors of the provinces;

(c) senators and members of the Parliament of Canada;

(d) the Prime Minister, ministers of the Government of Canada and their parliamentary secretaries;

(e) Cabinet ministers of provincial governments;

(f) the National Library of Canada;

(g) the central library of departments of the Government of Canada;

(h) provincial and legislative libraries of provincial legislatures;

(i) the designated resource library in each provincially recognized library region;

(j) municipal public libraries of Canada;

(k) foreign libraries as recommended jointly by the National Library and the Department of External Affairs;

(l) libraries of foreign legislatures and parliaments, and other libraries exclusively for parliamentary papers as recommended by the Parliamentary Librarian;

(m) libraries of educational institutions above the secondary school level;

Distribution sélective par le Centre d'édition du MAS

Le Centre d'édition envoie, sans frais, un exemplaire de chaque publication mentionnée sur la liste de contrôle aux personnes et aux établissements suivants, à condition que les demandes soient faites sur la liste de contrôle, dans les 60 jours ouvrables suivant la date de publication; après ces délais, tous les exemplaires des ouvrages destinés à la vente réservés à la distribution gratuite sont transférés aux stocks à vendre du Centre d'édition:

Nota: La liste des diverses personnes et institutions énumérées ci dessous peut, de temps à autre, faire l'objet d'un examen; de plus, il se peut que le directeur général de l'édition la modifie après avoir obtenu l'accord des parties intéressées. S'il essuie un refus, le directeur général doit soumettre au Conseil du Trésor des propositions visant à obtenir l'approbation de rayer le nom de personnes et d'institutions avant de procéder à cette radiation.

a) le gouverneur général;

b) les lieutenants-gouverneurs des provinces;

c) les sénateurs et députés du Parlement du Canada;

d) le Premier ministre, les ministres du gouvernement du Canada et leurs secrétaires parlementaires;

e) les ministres du cabinet des gouvernements provinciaux;

f) la Bibliothèque nationale du Canada;

g) la bibliothèque centrale des ministères du gouvernement du Canada;

h) les bibliothèques provinciales et parlementaires des provinces;

i) la bibliothèque-ressource désignée de chaque région de bibliothèques reconnue par une province;

j) les bibliothèques municipales publiques du Canada;

k) les bibliothèques étrangères recommandées conjointement par la Bibliothèque nationale et le ministère des Affaires extérieures;

l) les bibliothèques des corps législatifs et des parlements étrangers, ainsi que les bibliothèques réservées pour les documents parlementaires, lorsque recommandées par le bibliothécaire du Parlement;

(n) headquarters of political parties with representation in the House of Commons (Ottawa), federal and provincial leaders of official oppositions, and designated representatives of party caucuses of provincial legislatures;

(o) heads of missions of foreign countries in Canada;

(p) the Press Gallery of the House of Commons (Ottawa), daily newspapers, selected weeklies, and selected privately owned radio and television stations;

(q) educational, social or political organizations of international character, or other public institutions in foreign countries, as may be recommended jointly by the Department of External Affairs and the National Library.

m) les bibliothèques des établissements d'enseignement post secondaire;

n) les administrations centrales des partis politiques représentés à la Chambre des communes à Ottawa, les chefs fédéral et provinciaux des partis d'opposition officiels et les représentants désignés des caucus des partis siégeant aux assemblées législatives provinciales;

o) les chefs de mission des pays étrangers au Canada;

p) la tribune des journalistes de la Chambre des communes à Ottawa, les quotidiens, certains hebdomadaires et certains postes de radiodiffusion et de télédiffusion privés;

q) les organismes éducatifs, sociaux ou politiques à caractère international ou d'autres organismes publics des pays étrangers, que peuvent recommander conjointement le ministère des Affaires extérieures et la Bibliothèque nationale.

Identification of government publications

.1 Identification detail

The following information shall appear, in the language(s) of the edition(s), in every government publication and shall be the responsibility of publishing departments:

- (a) front cover
  - if it is the intention to identify the department, branch and/or program, any requirements of the Federal Identity Program (FIP) shall be met (see Chapter 390);
- (b) title page
  - title of publication;
  - authors shall be named on formal research and technical publications only; for other types of publications, where authors must be identified, they should be mentioned in an appropriate foreword or acknowledgement page at the discretion of the publishing department;
  - appropriate imprimatur, using the federal identity symbol as established by the FIP (see para 2 below);
  - publisher's imprint (for co-published works) as follows: *published by (name of Canadian publisher) in association with (the author department or agency) and Printing and Publishing, Supply and Services Canada;*
- (c) copyright page
  - copyright notice;
  - catalogue numbers (including ISBN or ISSN);
  - for a revised edition or revision of material previously published in a series, a new series number assigned specifically to the revised edition and the note: *Revision of number* ....;
  - for a priced publication, a brief statement that it may be obtained by mail from the Publishing Centre or through a bookseller;
  - the notice, when appropriate, *également disponible en français sous le titre*....;
  - selling price per copy, if applicable;
  - the words *Printed in Canada*, when applicable;

Identification des publications du gouvernement du Canada

.1 Explications quant à l'identification

Les renseignements suivants doivent figurer, dans la ou les langues de la ou des édition(s), dans toutes les publications du gouvernement; ils sont la responsabilité des ministères éditeurs:

- a) couverture
  - si l'on désire identifier le ministère, la direction et(ou) le programme, il faut se conformer à toutes les exigences du Programme de symbolisation fédérale (PSF) (voir le chapitre 390);
- b) page de titre
  - le titre de la publication;
  - le nom du ou des auteurs – seulement dans le cas d'ouvrages de recherches et de publications techniques; s'il est nécessaire d'identifier les auteurs d'autres types de publications, ils devraient être cités dans un avant-propos ou dans une page de remerciements, à la discrétion du ministère éditeur;
  - un permis d'imprimer, sous forme du symbole fédéral établi par le PSF (voir le paragraphe 2 ci-dessous);
  - la marque de l'éditeur (pour les ouvrages coédités) comme suit: *édité par (nom de l'éditeur canadien) conjointement avec (le ministère ou l'organisme auteur) et la Direction de l'imprimerie et de l'édition – Approvisionnements et Services Canada.*
- c) page des droits d'auteur
  - l'avis de droits d'auteur;
  - les numéros de catalogue (y compris un ISBN ou un ISSN);
  - dans une édition révisée ou dans une révision de documents publiés antérieurement dans une série, un nouveau numéro de série attribué expressément à l'édition révisée et un avis portant la mention *Révision du numéro* ...;
  - pour une publication destinée à la vente, une courte note indiquant qu'on peut se la procurer par la poste au Centre d'édition ou chez un libraire;
  - lorsqu'il y a lieu, l'avis rédigé comme suit *Also available in English under the title* ...;
  - le prix de vente par exemplaire, s'il y a lieu;
  - les mots *Imprimé au Canada*, s'il y a lieu;
  - pour une publication distribuée gratuitement, l'adresse (ou autre indication) à